

Burtonsville Community Legacy Plan Montgomery County, Maryland

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Burtonsville Community Legacy Plan

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Introduction

Overview and Purpose

Montgomery County's Department of Housing and Community Affairs (DHCA) retained the consulting team of Basile Baumann Prost Cole and Associates, Inc. (BBPC) (lead) and Rhodeside and Harwell, Inc. (RHI) (Sub-consultant) to develop the Burtonsville Community Legacy Plan. The Community Legacy Plan is intended to jump-start revitalization efforts in Burtonsville by establishing an implementable framework for these efforts.

As a result of numerous master planning efforts over the last ten years, Burtonsville residents are eager to see positive changes in their community. The Community Legacy Plan serves as a blueprint for undertaking future efforts to revitalize and enhance the Burtonsville Commercial District in accordance with community identified goals.

Community Legacy Program

The Community Legacy Program is administered by the Maryland Department of Housing and Community Development. The Program provides funding for local economic development activities that stimulate reinvestment and strengthen neighborhoods throughout Maryland.¹ Funding is received through grants and/or loans. In order for the Burtonsville community to be eligible for funds from the Community Legacy Program, a comprehensive revitalization plan must be developed.

Public Participation

The Burtonsville Community Legacy Plan is grounded in public participation. It is, by nature, a community driven document. A series of public workshops were held to fully capture the community's vision.

Initial Stakeholder Meetings: Initial meetings were held to gather information from the state and county government stakeholders to understand the issues that face Burtonsville from a regulatory perspective.

Community Based Workshops: Two public workshops were held to elicit community stakeholder input regarding community legacy area strengths, weaknesses and obstacles to investments and goals, objectives and visions for revitalization. The first workshop was held during lunch hours and was aimed at business owners, and the second was held later in the evening to cater to residents' availability. Together these meetings had approximately 48 community attendees.

¹ Maryland Department of Housing and Community Development, 2008.

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Community Based Charrette: Developed from stakeholder input, scenarios for revitalization were presented to the public in a three-hour Charrette. Community members were asked to provide their input on each scenario by identifying what they liked and did not like. Approximately 49 community members attended the Charrette.

Presentation of the Plan: The Community Legacy Plan was presented to the community in a final public meeting. This meeting provided stakeholders an opportunity to review the revitalization efforts identified in the Plan.



Community members provided input at a three-hour charrette.

Work Completed

To develop the Burtonsville Community Legacy Plan, the BBPC Project Team undertook a step-by-step process which included:

1. **Organizational Meeting and Refinement of Project** – the BBPC Project Team met with the Department of Housing and Community Affairs (DHCA) staff and stakeholders designated by DHCA to confirm and refine a mutual understanding of the project and to visit the Burtonsville commercial area site. Existing studies and plans were also reviewed to better understand the history of revitalization efforts in Burtonsville.
2. **Stakeholder Meetings** – the BBPC Project Team held two public workshop-style meetings with stakeholders representative of the Burtonsville business and residential communities. These meetings allowed the public the opportunity to help frame issues and opportunities in the Burtonsville Community Legacy Area.
3. **Community-Based Charrette** – based on feedback from the stakeholder meetings, the BBPC Project Team held an evening community-based charrette in Burtonsville with the general public. Attendees were presented with four broad scenarios for revitalization and/or redevelopment and asked to evaluate each scenario.
4. **Preliminary Findings Report** – the BBPC Project Team prepared a preliminary findings report summarizing existing conditions, documents, and insight of stakeholders for review and comment by DHCA, with the expectation that the resulting revised document would be incorporated into the final report for public consumption.
5. **Preparation and Analysis of Revitalization Scenarios** – the BBPC Project Team summarized the four scenarios developed as part of the Community-Based Charrette within the preliminary findings report for review and comment by DHCA, with the expectation that the resulting revised document would be made into an appendix in the final report. This step also included the identification of a preferred scenario, with the associated preparation of sketches illustrating the scenario and a listing of the scenario's short- and long-term elements.

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6. **Scenario Discussion** – the BBPC Project Team met with DHCA staff and designated stakeholders to review the results of past work and the consultant-identified preferred scenario. This meeting was used to confirm and refine that scenario and its associated key elements.
7. **Conceptual Drawings and Draft Report** – the BBPC Project Team prepared a draft report with conceptual drawings that detailed the preferred alternative's key elements along with a plan for implementation (broken out in the short- and long-term futures). The report provided a framework for future revitalization efforts by providing specific recommendations related to lead entities responsible for implementation, timeframe for implementation, potential partners and funding sources, and order-of-magnitude cost information.
8. **Final Drawings and *Burtonsville Community Legacy Plan*** – based on comments from DHCA and its designated stakeholders, the BBPC Project Team prepared a final plan and set of drawings.
9. **Presentation of Final Drawings and *Burtonsville Community Legacy Plan*** – the BBPC Project Team presented the final drawings and key plan elements in a public meeting in Burtonsville to allow stakeholders the opportunity to review the plan's recommendations.

Report Organization

The Community Legacy Plan is divided into six distinct sections. These include:

1. The first section is the Introduction which provides a background and purpose to the Plan.
2. The second section describes the Existing Conditions of the Community Legacy Area. This section contains information on demographic and economic conditions, land use, neighborhoods and housing, commercial and industrial space, parks and recreation, and transportation and circulation
3. The third section is the Assets and Issues section which describes the strengths and weaknesses of the Burtonsville community.
4. This section is followed by the actual Legacy Plan which provides the recommendations to guide short and long term revitalization of the community.
5. The fifth section outlines the implementation of the revitalization strategies. Within this section is an implementation matrix. This is a detailed action list of each strategy which includes the agency lead, timing, and magnitude of costs. A cost-benefit analysis is included in this section along with an evaluation of the intangible benefits of the revitalization strategies.
6. The final section is Appendix A, which provides a description of each Revitalization Scenario that was discussed in the Community Charrette.

Section 2. Existing Conditions

Situated in southeastern Montgomery County near the Patuxent River, the Burtonsville Community Legacy Area is home to a unique commercial crossroads that was once the center of a rural community. Today, the commercial crossroads at MD Route 198 and US Route 29 still serves the needs of the local community, although recent and planned changes have prompted questions about the area's future economic viability.

In 2005, US Route 29 was realigned, and a loss of north-south pass-through traffic put pressure on selected businesses. The potential widening of MD Route 198, which is currently under consideration, could without mitigating changes further reduce access to businesses. Finally, the relocation of the Dutch County Farmer's Market, a local landmark and destination for regional visitors, has created a need for action to ensure residents and visitors will continue to patronize businesses within the Burtonsville commercial core.

Local residents have also expressed desire to see enhancements to the Burtonsville commercial crossroads, and have voiced interest in a more cohesive, visually appealing area – specifically, a Village Center.

The Existing Conditions section of the Community Legacy Plan provides background information about Burtonsville, and describes local demographics and economy, existing land uses, commercial and industrial areas, housing and parks and recreation.

Demographics

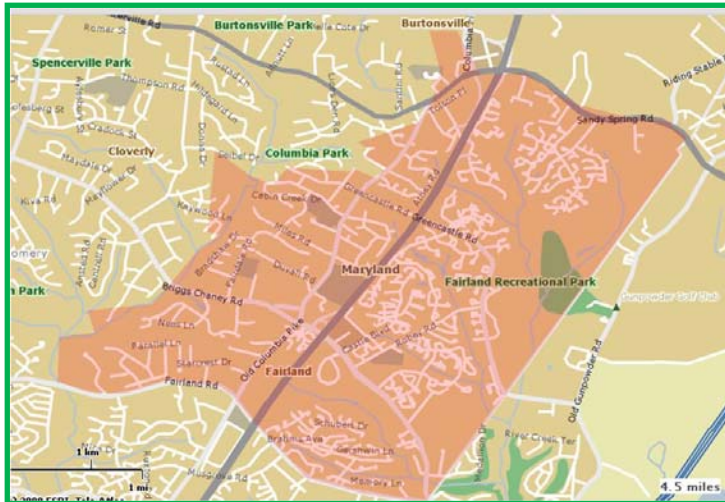
To understand characteristics of households and firms in the 5.5 square mile Burtonsville Community Legacy Area (CLA), BBPC performed a demographic and economic review. To put these conditions into context, characteristics of households and firms were then compared to characteristics of households and firms within predefined broader geographies (e.g. Montgomery County and the Washington DC Metropolitan Statistical Area). Maps 2.1-2.3 show the three analysis areas. Table 2.1 shows selected current demographics of the CLA and their relationships to the broader geographies.

Population: The Community Legacy Area (CLA) has a 2008 population of 26,589. Table 2.1 shows the current population. The CLA is 2.78% of Montgomery County and only 0.49% of the Washington DC Metro Area. Over the next five years, the population is expected to increase by 1,082 to 27,671 residents (4%). The CLA is expected to grow at almost the same rate as Montgomery County, which is forecasted to increase by 5%, but not as fast as the DC Metro Area, which will increase by 8%.²

² ESRI, 2008. ESRI Business Information Solutions is a subscription-based service that offers Census-based estimates and projections of demographic and economic characteristics. Geographic information systems technology is tied to this data, enabling collection of demographic and economic trends within user-defined geographic areas.

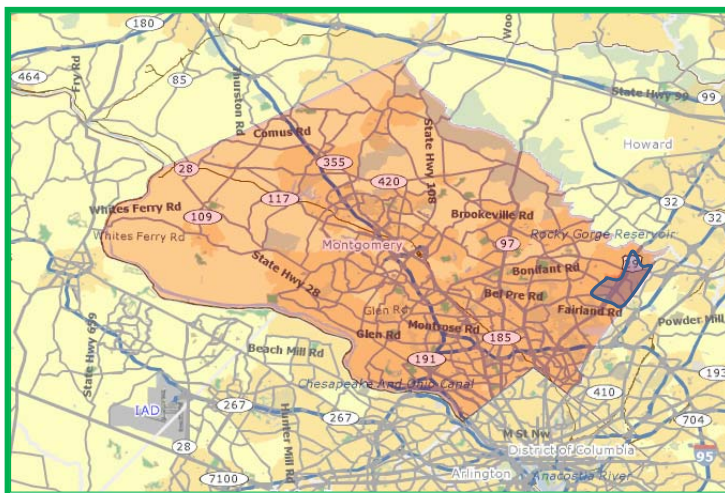
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Map 2.1: Community Legacy Area

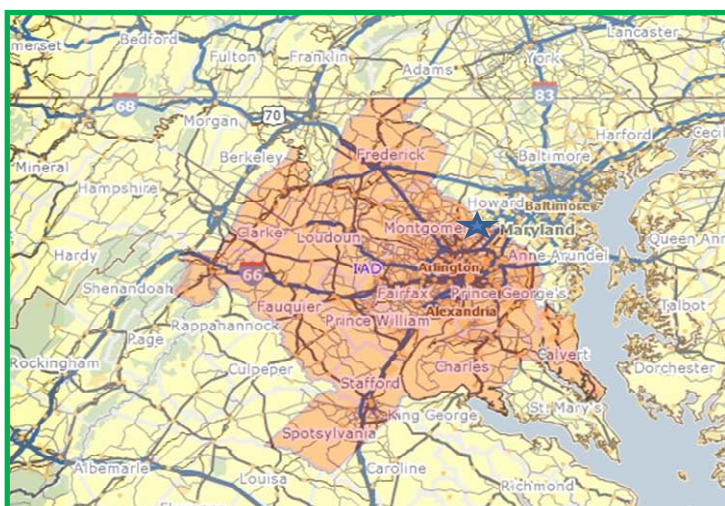
Source: ESRI, 2008



Map 2.2: Montgomery County

Source: ESRI, 2008

Burtonsville CLA shaded for reference



Map 2.3: Washington DC Metro Area

Source: ESRI, 2008

Burtonsville identified with star for reference

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Households: There are an estimated 10,329 households in the CLA. Household sizes within the CLA are consistent with average household sizes in the County and DC Metro Area, and smaller houses (e.g. one and two person households) make up just over half of all households. Table 2.2 provides a breakdown of households by size.

Median household income in the CLA was \$78,079 in 2008. In comparison, the Area Median Income (AMI) for Montgomery County, as defined by the Department of Housing and Urban Development (HUD) was higher at \$99,000 in 2008. The percent of total households in the CLA earning incomes below \$100,000 per year is expected to decline over the next five years, while the percent above \$100,000 per year is expected to increase. The most significant decline in households will occur in the income groups earning \$35,000 to 49,000 per year. The group experiencing the largest growth by 2013 is the cohort of households earning between \$150,000 and \$199,000 per year; this group is expected to increase by 15% over the five year period. Households earning between \$100,000 and \$149,000 (21% in 2008 and 28% in 2013) will remain the dominant group. These projected changes in household income could signal need for policy to retain a broad mix of household types and income levels in the area. Table 2.3 shows the projected changes in household income for the 2008-2013 period.

Table 2.1: Selected Current Demographics (2008)
Burtonsville Community Legacy Area

	Community Legacy Area	Montgomery County	Washington, DC Metro Area	Legacy Area as % of County	Legacy Area as % of Metro Area
Population	26,589	957,884	5,469,330	2.78%	0.49%
Households	10,329	352,899	2,043,529	2.93%	0.51%
Household Size	2.56	2.69	2.63	-	-
Labor Force	15,655	500,513	2,883,166	3.13%	0.54%
At-Place Employment	4,448	390,665	2,512,353	1.14%	0.18%
Median Home Value	\$342,669	\$466,052	\$374,424	-	-
Median Age	33.1	38.7	36.6	-	-

Source: ESRI Business Information Solutions, BBPC, 2008

Table 2.2: Households by Size (2000)

	1-Person HH	% of Total	2-Person HH	% of Total	Total HH
Community Legacy Area	2,606	26.5%	3,088	31.4%	9,833
Montgomery County	79,194	24.4%	102,238	31.5%	324,565
Washington, DC Metro Area	477,070	26.50%	554,481	30.80%	1,800,263

Source: ESRI Business Information Solutions, BBPC, 2008

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Table 2.3: Projected Changes in Household Income (2008-2013)

Community Legacy Area					
	2008	% of Total	2013	% of Total	Annual Growth Rate
<\$15,000	380	3.7%	320	3.0%	-3.16%
\$15,000 to \$24,999	328	3.2%	243	2.3%	-5.18%
\$25,000 to \$34,999	441	4.3%	354	3.3%	-3.95%
\$35,000 to \$49,999	1,323	12.8%	670	6.2%	-9.87%
\$50,000 to \$74,999	2,320	22.5%	2,311	21.5%	-0.08%
\$75,000 to \$99,999	2,167	21.0%	1,837	17.1%	-3.05%
\$100,000 to \$149,999	2,201	21.3%	2,954	27.5%	6.84%
\$150,000 to \$199,999	653	6.3%	1,150	10.7%	15.22%
\$200,000+	514	5.0%	887	8.3%	14.51%
Total Households	10,327	100%	10,726	100%	0.77%
Median Household Income	\$78,079		\$93,614		

Source: ESRI Business Information Solutions, BBPC, 2008

Race and Ethnicity: The CLA contains a more diverse mix of people than the broader geographic regions; the largest group of residents is in the African American category. The CLA also has a larger percent of Asian Americans than the County or Metro Area. Alternatively, the CLA does not carry as large a percentage of people of Hispanic origin as the broader regions. Table 2.4 shows the race and ethnicity percentages for all three geographic regions.

Table 2.4: Race and Ethnicity (2008)

Community Legacy Area						
	Community Legacy Area		Montgomery County		Washington, DC Metro Area	
	#	%	#	%	#	%
Caucasian	8,081	30.4%	548,659	57.3%	3,077,977	56.3%
African American	11,843	44.5%	160,537	16.8%	1,416,100	25.9%
Native American	57	0.2%	2,840	0.3%	17,785	0.3%
Asian	4,587	17.3%	135,930	14.2%	462,912	8.5%
Pacific Islander	9	0.0%	504	0.1%	3,990	0.1%
Some Other Race	906	3.4%	67,170	7.0%	285,838	5.2%
Two or More Races	1,106	4.2%	42,244	4.4%	204,728	3.7%
Hispanic Origin (Any Race)	2,225	8.4%	155,530	16.2%	659,917	12.1%

Source: ESRI Business Information Solutions, BBPC, 2008

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Economic Conditions

Commercial uses in the CLA are focused around MD Route 198 and US Route 29, and consist of a mix of retail, office, and industrial space. Neighborhood-serving retail uses dominate this mix, and benefit from proximity to the residential neighborhoods situated in the CLA as well as access to nearby thoroughfares.

There are a variety of retail businesses in the CLA, and while most are situated in the core commercial area, some entrepreneurs are engaged in home-based occupations. Visitors to the commercial core find a variety of restaurants, including both those operated by independent retailers (e.g. Cuba de Ayer, Seibel's, Old Hickory Grill, etc.) and those operated as national brands (e.g. Domino's, Subway, Jerry's Pizza and Subs, etc.). Residents also find a number of unique services in the CLA, such as lawn mower repair. In addition to retail uses, the CLA features a variety of office- and industrial-based employers, including but not limited to two printing establishments that have served as long-standing businesses in the community.

In 2008 households in the CLA offered a combined \$352 million in annual potential retail spending, or approximately \$34,159 per household. In comparison, the average household in Montgomery County spent an estimated \$46,537 on retail goods and services, and the average household in the Washington, DC metropolitan region spent \$38,859. This discrepancy in retail spending in the CLA compared to surrounding areas is explained by the slightly lower median household income in the CLA compared to the County and Washington, DC metropolitan region. Table 2.5 provides a snapshot of annual retail spending in the CLA, Montgomery County, and Washington, DC region.

Table 2.5: Annual Spending Profile (2008)

	Retail Goods			Shelter		
	Total	Average/HH	Index (1/)	Total	Average/HH	Index (1/)
Community Legacy Area	\$352 M	\$34,159	126	\$219 M	\$21,207	137
Montgomery County	\$16,423 M	\$46,537	171	\$10,453 M	\$29,620	191
Washington, DC Metro Area	\$79,409 M	\$38,859	143	\$50,041 M	\$24,488	158

1/Index provides comparison to national average of 100. Scores above 100 indicate higher than average spending, while scores lower than 100 indicate lower than average spending.

Source: ESRI Business Information Solutions, BBPC, 2008

Future household growth will fuel demand for additional retail goods and services. Based on current projections, existing and future households in the CLA could offer \$366 million in annual retail spending potential, a portion of which could be captured by Burtonsville neighborhood businesses. Destination businesses that cater to a more regional audience could benefit from future household growth in Montgomery County and the Washington, DC metropolitan region. In 2013, households in the County are projected to offer \$17 billion in potential annual retail spending, and at the regional level, all households are projected to offer \$86 billion in potential annual retail spending. Table 2.6 shows the retail spending potential for the CLA, Burtonsville and the DC Metro Area.

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Table 2.6: Future Retail Spending Potential (2013)

2008 Dollars

	Community Legacy Area	Montgomery County	Washington, DC Metro Area
Future HHs	10,725	370,377	2,214,411
Avg HH Spending	\$34,159	\$46,537	\$38,859
Future HH Spending	\$366 M	\$17,236 M	\$86,049 M

Source: ESRI Business Information Solutions, BBPC, 2008

In 2008, the largest group of CLA residents were employed in the services industry (57.2%) which is similar to the region as a whole. Table 2.7 shows the 2008 estimated industry mix by at place employment for the CLA and the broader geographic regions. Most working Burtonsville residents commute to other areas for employment; the average drive time to work is 39 minutes.³

Table 2.7: Industry Mix by Employment, 2008

	Community Legacy Area		Montgomery County		Washington, DC Metro Area	
	#	%	#	%	#	%
Agriculture/Mining	16	0.1%	501	0.1%	8,649	0.3%
Construction	501	3.2%	27,028	5.4%	201,822	7.0%
Manufacturing	360	2.3%	15,516	3.1%	83,612	2.9%
Wholesale Trade	297	1.9%	6,507	1.3%	46,131	1.6%
Retail Trade	1,346	8.6%	41,543	8.3%	247,952	8.6%
Transportation/Utilities	391	2.5%	11,512	2.3%	109,560	3.8%
Information	830	5.3%	19,520	3.9%	115,327	4.0%
Finance/Insurance/Real Estate	1,284	8.2%	43,044	8.6%	207,588	7.2%
Services	8,954	57.2%	284,291	56.8%	1,487,714	51.6%
Public Administration	1,675	10.7%	50,051	10.0%	380,578	13.2%
Total	15,654		500,513		2,883,166	

Source: ESRI Business Information Solutions, BBPC, 2008

³ Burtonsville Market Study and Consumer Shopping Survey, 2007.

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Land Use

The Burtonsville Community Legacy Area (CLA) encompasses approximately 5.5 square miles (see Map 2.4a- Land Use). Residential uses dominate developed areas within the CLA, and include a mix of high-density, medium-density, and low-density housing. Open spaces are also prevalent surrounding the CLA, and primarily include evergreen forest, deciduous forest, mixed forest, and brush.

The Patuxent River Watershed, located to the north and partially within the CLA, is a major environmental resource and a priority for protection by CLA residents and Montgomery County. The watershed impacts land use in the CLA in that high intensity uses are prohibited on parcels adjacent to the watershed.

Institutional uses within the CLA are primarily schools and recreation centers. Churches, parks and the Marilyn J. Praisner Branch Library (formerly the Fairland Library) serve as places for Burtonsville residents to meet their neighbors.



Churches, parks, schools, and the Marilyn J. Praisner Branch Library serve as places for Burtonsville residents to meet.

Two commercial areas are seen on Map 2.4a. One is the Burtonsville Commercial District; this District is located where US Route 29 and MD Route 198 meet. The other commercial land use area is closer to the southern end of the CLA at Briggs Chaney Road and US Route 29. The Burtonsville Commercial District is almost entirely contained within the focus area.

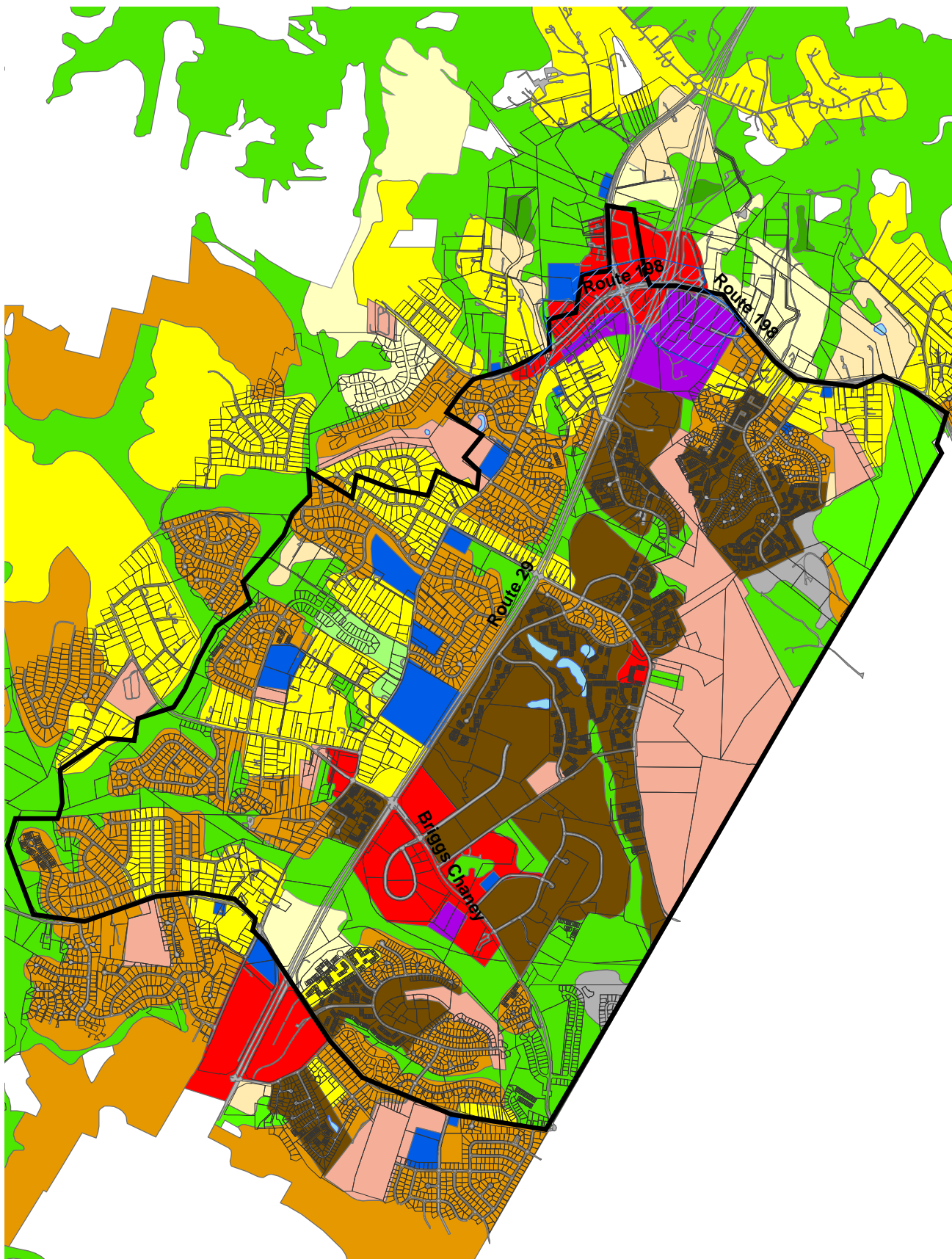
The industrial area to the east of the Burtonsville Commercial District is made up of flex space and vacant lots. Flex space is used for either office or warehouse or a combination of the two. Often, flex buildings have bays for truck loading and unloading. This is the case with the buildings in the industrial zone (see Map 2.4b- Zoning).

Residential land use is almost evenly distributed between high, medium, and low density residential. Table 2.8, below, shows the distribution between density patterns.

Table 2.8: Residential Density Distribution (2008)
Community Legacy Area

Density	Percent
High	35%
Medium	30%
Low	35%

Source: BBPC, 2008



Burtonsville Community Legacy Plan
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Map 2.4a Land Use

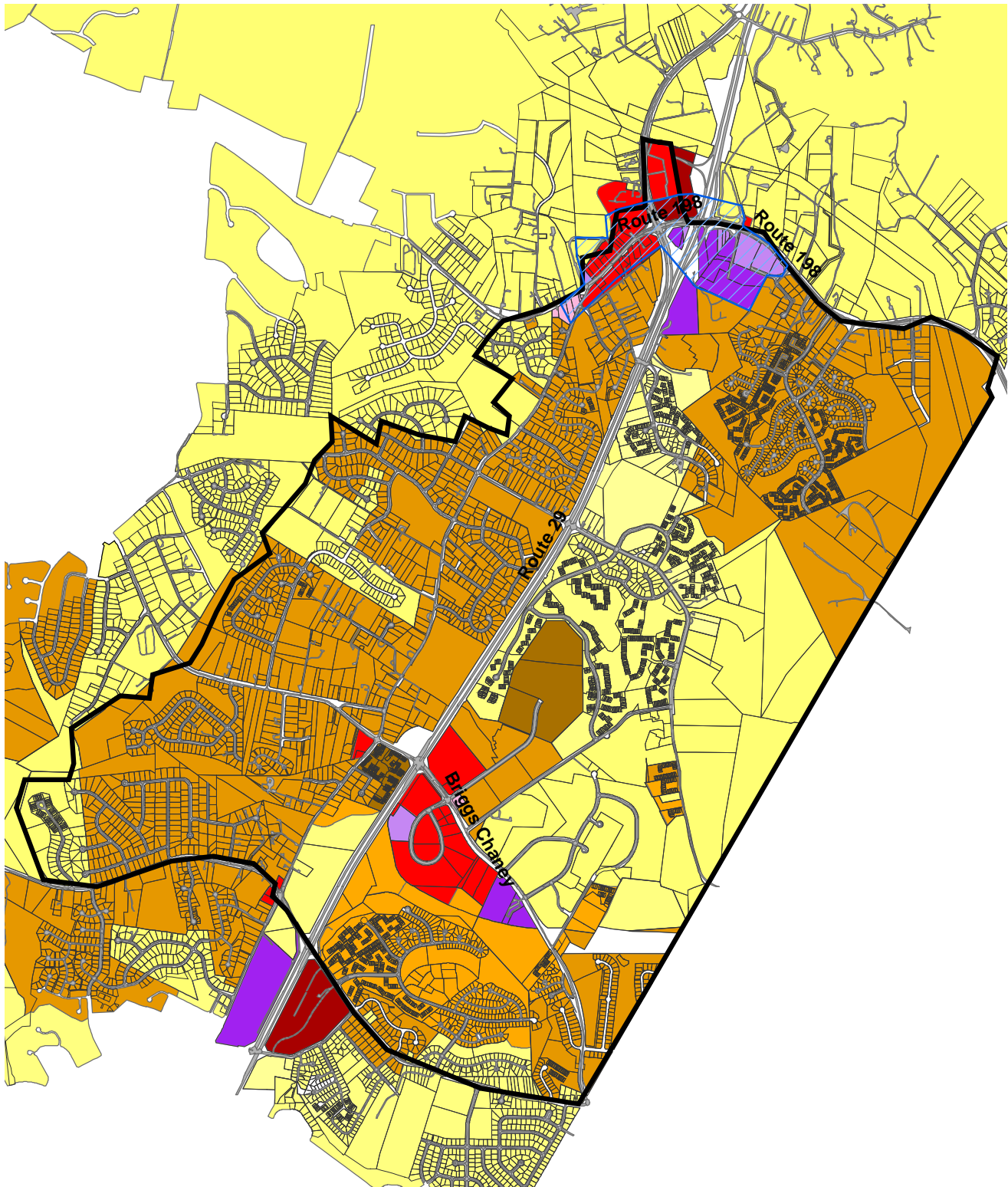
Basile Baumann Prost Cole and Associates
 Rhodeside and Harwell

0 1,000 2,000 4,000 Feet



Legend

Commercial Core Study Area	Institutional	Evergreen Forest
Community Legacy Plan Study Area	High-density Residential	Deciduous Forest
Roads	Medium-density Residential	Mixed Forest
Property	Low-density Residential	Brush
Extractive	Open Urban Land	Water
Industrial	Cropland	
Commercial	Pasture	



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Map 2.4b Zoning

Basile Baumann Prost Cole & Associates
 Rhodeside & Harwell



Legend

Commercial Core Study Area	I-1	R-200/TDR	R-30
Community Legacy Plan Study Area	I-3	R-60	RC
Roads	O-M	R-60/TDR	PD-2
Property	R-H	RT-8	RE-1
C-1	RT-12.5	R-150	RE-2
C-2	R-20	R-150/TDR	RE-2C
C-3	RT-10	R-90	
C-T	R-200	R-90/TDR	

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Commercial / Industrial

Focus Area:

The Burtonsville commercial district is contained almost entirely in the CLA (see Maps 2.5a and 2.5b- Commercial/Industrial Development), and was recently evaluated as part of the 2007 Burtonsville Market Study and Consumer Shopping Survey. The Market Study identified a total of 320,000 commercial square feet, including two shopping centers and a cluster of neighborhood shops along MD Route 198. As an entire district, the commercial area is similar in size to a super community center (defined as 250,000 square feet and higher, according to the Urban Land Institute, *Dollars and Centers of Shopping Centers*, 2004). Burtonsville Shopping Center, currently 49,400 square feet, has plans to demolish the existing center and redevelop it with a 130,000 square foot center including out-parcels. The Burtonsville Crossing Shopping Center currently has a grocery store anchor tenant and a range of neighborhood retailers.⁴

The neighborhood shopping area along MD Route 198, west of US Route 29 is a combination of multiple parcels with many different owners. The businesses in this area are a mix of independent, regional and national retailers and restaurants.



Seibel's is a long standing local favorite in the Burtonsville Commercial District.



Weather permitting, Burtonsville retailers open their doors to draw in customers.

Retail competition is growing in the Burtonsville region. Maple Lawn in Scaggsville will grow to 180,000 square feet. The final project will be mixed-use in character and will contain a formally-defined town center area. The Konterra project in Laurel is a larger mixed-use, regional town center project with 1.5 million square feet of retail.

⁴ Burtonsville Market Study and Consumer Shopping Survey, 2007.

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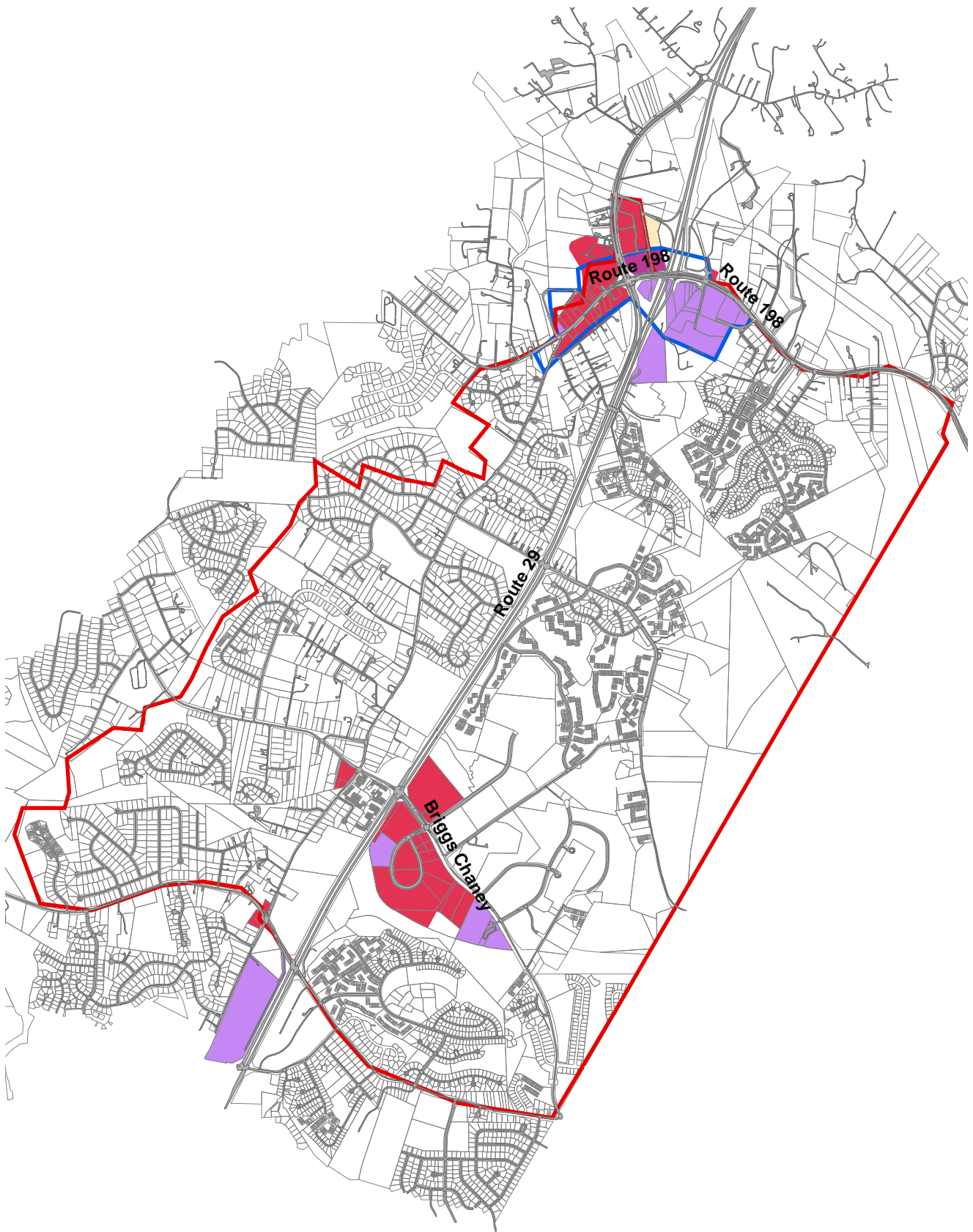
Only two areas in the Community Legacy Area are currently zoned for office use. These areas are in the Burtonsville Crossing Center, where a four story office building was recently constructed, and at the US Route 29/Briggs Chaney intersection.

The industrial area of Burtonsville sits within the CLA and is in the southeast corner of the intersection of MD Route 198 and US Route 29. The 1997 Fairland Master Plan identifies 54 acres of the industrial area in Burtonsville as an employment center. The Master Plan identifies strategies for developing this area into an even greater employment center.⁵



A four story office building was recently constructed at Burtonsville Crossing.

⁵ The Maryland-National Capital Park and Planning Commission, Fairland Master Plan, 1997.



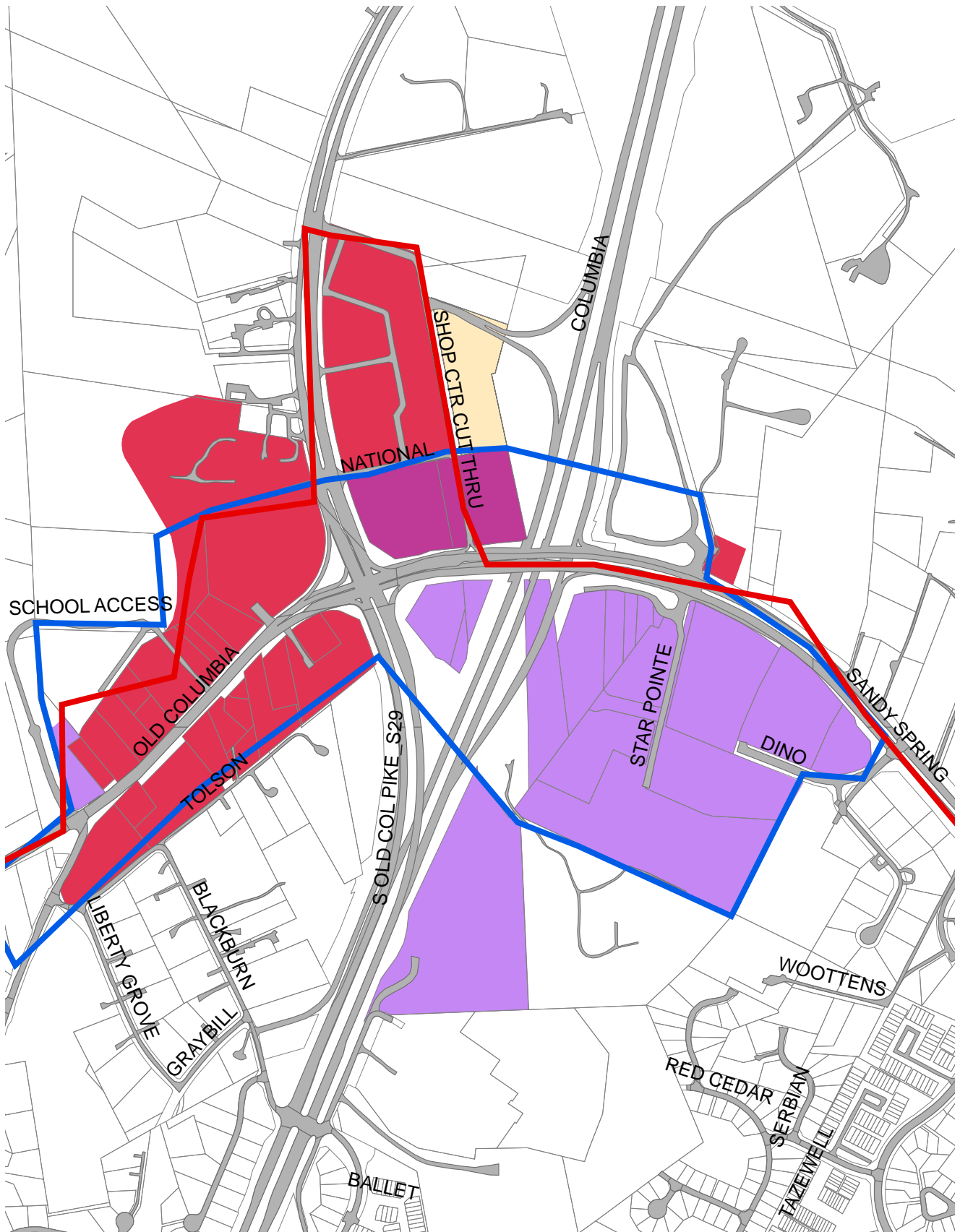
Burtonsville Community Legacy Plan
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Map 2.5a Commercial/Industrial Development (Zoomed Out)

Basile Baumann Prost Cole & Associates
 Rhodeside & Harwell

0 1,000 2,000 4,000
 Feet

Legend

- | | |
|----------------------------------|------------|
| Community Legacy Plan Study Area | Office |
| Commercial Core Study Area | Commercial |
| Roads | Industrial |
| Property | |
| Park and Ride | |



Burtonsville Community Legacy Plan
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Map 2.5b Commercial/Industrial Development (Zoomed In)

Basile Baumann Prost Cole & Associates
 Rhodeside & Harwell

0 255 510 1,020 Feet

Legend

- | | | | |
|--|----------------------------------|--|------------|
| | Community Legacy Plan Study Area | | Office |
| | Commercial Core Study Area | | Commercial |
| | Roads | | Industrial |
| | Property | | |
| | Park and Ride | | |

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Neighborhoods and Housing

The Burtonsville CLA contains a significant amount of housing, with approximately 2,400 out of a total of approximately 5,200 acres devoted to residential use. However, housing is generally not co-located with employment in the CLA, though County leadership supports the co-location of housing and jobs Countywide.

The neighborhoods within the Burtonsville CLA are characterized by high, medium and low densities (see Map 2.6- Neighborhoods and Housing), and the 2,400 acres devoted to residential use are broken out generally evenly into three categories: 35 percent high-density, 30 percent medium-density, and 35 percent low-density. High densities are congregated on the southeast side of MD Route 198 away from the Patuxent River Watershed.

Most of Burtonsville's neighborhoods reflect the dominant suburban style of neighborhood design during the 1980s (the median year built for all housing units is 1985). This style features a multitude of cul-de-sacs and a lack of connectivity to adjoining neighborhoods, and such design prompts residents to use MD Route 198 for trips in and out of adjacent neighborhoods. In addition to these units, the Burtonsville CLA also features older units (some properties date to the nineteenth century) that primarily front roadways such as Old Columbia Pike as well as newer units (primarily townhomes built in the last few years). These housing types provide a range of options for residents, although the option to live in housing adjacent to commercial uses (such as housing units above or directly behind storefronts) is absent from the area.



The housing stock within the Burtonsville CLA contains a broad mix of ages, styles, and types of housing. The mix of homes includes older single-family detached units, some of which date to the late nineteenth century and front roadways such as Old Columbia Pike. Neighborhoods feature single- and multi-family units, and most date to the mid 1980s.

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As shown by Table 2.9, just over half of the housing stock in the CLA is owner-occupied (52.7% in 2008). Of the total 10,078 housing units in the CLA, 43.9% are renter-occupied (4,692), higher than the proportion of renter-occupied units in the entire County (28.9%).⁶ In 2008, the median home value in the CLA was \$342,669, lower than the County median of \$466,052, and equivalent to a monthly mortgage payment of approximately \$2,280. The median monthly asking rent in the CLA, at \$1,350, was considerably lower than the monthly mortgage payment of \$2,280 associated with the median home value for owner-occupied units.

Table 2.9: Housing Units by Occupancy
Community Legacy Area

	2008		2013	
	#	%	#	%
Owner	5,637	52.7%	5,769	51.9%
Renter	4,692	43.9%	4,955	44.6%
Vacant	371	3.5%	395	3.6%
Total	10,700	100%	11,119	100%

Source: ESRI Business Information Solutions, BBPC, 2008

The most common housing unit type in the CLA is the single family attached home. A total of 3,601 (35.7%) single family attached units are located in the CLA. The second largest group of housing unit type in the CLA is the 10-19 unit multifamily housing building (27.7%). Table 2.10 shows the housing units by type in the CLA.

Table 2.10: Housing Units by Type (2008)
Community Legacy Area

Housing Type	#	%
1 Unit, Detached	2,191	21.7%
1 Unit, Attached	3,601	35.7%
2 Units	26	0.3%
3 to 4 Units	122	1.2%
5 to 9 Units	585	5.8%
10 to 19 Units	2,787	27.7%
20 to 49 Units	251	2.5%
50 or More Units	507	5.0%
Mobile Home	8	0.1%
Total	10,078	100.0%

Source: ESRI Business Information Solutions, BBPC, 2008

⁶ ESRI, 2008.



Burtonsville Community Legacy Plan Montgomery County, MD **Map 2.6 Neighborhoods and Housing**

Basile Baumann Prost Cole & Associates
Rhodeside & Harwell

Legend

- Community Legacy Plan Study Area
- Commercial Core Study Area
- Roads
- Property
- High-density Residential
- Medium-density Residential
- Low-density Residential

- n Elementary School
- k High School
- r Recreation Center
- C Library
- 1/2 Middle School
- # Regional Services Center

0 1,000 2,000 4,000
Feet



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Parks and Recreation

Approximately 450 acres of existing parks are situated within the CLA (see Map 2.7- Parks and Recreation). An additional 40 acres of parks are proposed, including a 30-acre expansion to the Fairland Recreational Park in the eastern portion of the CLA. Montgomery County Park and Planning owns and maintains sporting facilities for all the parks in the Burtonsville area. In fact, within the Burtonsville area (beyond the CLA) there are approximately 1,785 acres of public park space. These parks are shown in Map 2.7.



Fairland Recreational Park, at 362 acres, is the largest park in the Burtonsville CLA and straddles the Montgomery/Prince George's County line. This park and others in the CLA provide residents with a variety of recreation options, catering to organized sports (e.g. soccer, softball, basketball, tennis) as well as individual fitness pursuits (e.g. walking, biking, jogging).

The 10 existing and proposed parks within the Burtonsville CLA are:

- McKnew Local Park, 23 acres
- Miles Road Neighborhood Conservation Area, 5 acres
- Duvall Road Neighborhood Conservation Area, 6 acres
- Fairdale Road Neighborhood Conservation Area, 5 acres
- Edgewood Neighborhood Park, 9 acres
- Countryside Neighborhood Park, 21 acres
- Tanglewood Neighborhood Park, 22 acres
- Fairland Recreational Park, 362 acres
- Cross Creek Local Park (proposed), 10 acres
- Fairland Recreational Park (proposed), 30 acres

Parks within the CLA provide a combination of trails, picnic areas, tennis and basketball courts, soccer fields, baseball diamonds, and playgrounds which provide a range of recreational opportunities. The Paint Branch Stream Valley is a system of greenways that originate near Burtonsville. The stream valley stretches through Montgomery and Prince George's Counties. The Montgomery County portion is in public ownership. The greenways contain about five miles of hard surface trails; a natural surface trail has been proposed for the northern part of the Paint Branch greenway system.⁷

⁷ Maryland-National Capital Park and Planning Commission (M-NCPPC)

Upper Paint Branch SVP
Upper Paint Branch SVP Upper Paint Branch SVP

Upper Paint Branch SVP

Upper Paint Branch SVP
Upper Paint Branch SVP

Miles Road NCA 1/2
Upper Paint Branch SVP

Upper Paint Branch SVP

Duvall Road NCA

Fairdale Road NCA

Upper Paint Branch SVP

Upper Paint Branch SVP

Paint Branch NP

West Fairland LP

Stonecrest NCA

Paint Branch SVU 6 Stonecrest NCA

Stonecrest NCA

Calverton-Galway LP

Columbia LP

McKnew LP

Fairland Recreational Park

Fairland Recreational Park

Edgewood NP

Briggs Chaney

Tanglewood NP

Cross Creek LP

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Map 2.7 Parks and Recreation

Basile Baumann Prost Cole and Associates
Rhodeside and Harwell

0 1,000 2,000 4,000
Feet

Legend

- Commercial Core Study Area
- Community Legacy Plan Study Area
- Roads
- Property
- Parks
- Trails

- Bike Paths
- High_School
- Middle_School
- Elementary_School
- Library
- Recreation Center

- Regional Services Center
- Streams
- Wetlands
- Lakes and Water Bodies

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Transportation and Circulation

Transportation modes in the Burtonsville Community Legacy Area are oriented to both regional through traffic and local traffic (see Map 2.8- Transportation and Circulation). The travel modes include: vehicle, bus, bicycle and walking. US Route 29 and MD Route 198 carry the majority of local and regional vehicular travelers.

Buses carry commuters to passenger rail stations, surrounding communities and larger employment centers such as Washington DC. Montgomery County maintains a 500 space Park and Ride Lot behind the Burtonsville Crossing Shopping Center. From this lot, commuters use METRO buses to access the Silver Spring METRO station and Maryland Transit Administration buses to Washington DC.

For more distant destinations, the Baltimore Washington International Thurgood Marshall Airport, Washington Dulles International Airport and Ronald Reagan Washington National Airport are also located within a 30 minute to one hour driving distance.

Commuter Rail and Mass Transit Service: The closest passenger rail station is the Maryland Rail Commuter Service (MARC), located approximately six miles away from Burtonsville in the City of Laurel, MD. The closest Washington Metropolitan Area Transit Authority METRO station is approximately ten miles southwest of Burtonsville in Silver Spring, MD.



METRO buses carry both commuters and visitors to and from the Silver Spring METRO Station.

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Highways: Traffic volumes on roadways in Burtonsville provide a source of pass-through customers for retailers. The highest traffic volumes have been documented along US Route 29; average daily traffic counts (ADT) were approximately 50,000 vehicles per day in the Burtonsville stretch of US Route 29 south of MD Route 198. Average daily traffic volumes along MD Route 198 ranged from a high of approximately 40,000 vehicles per day to the east of US Route 29 to a low of approximately 25,000 vehicles per day west of US Route 29.⁸

In 2005, the Maryland State Highway Administration (SHA) completed a realignment of US Route 29 which included a bridge over MD Route 198 with on and off ramps for travelers wishing to stop in Burtonsville. The realignment decreased the amount of north-south pass-through traffic on Old Columbia Pike from which many local retailers were able to draw customers. Old Columbia Pike now experiences lower traffic volumes.

Currently, the SHA has plans to widen the stretch of MD Route 198 that runs through Burtonsville. While the design is not final, many commercial retailers have expressed concern that the widening could eliminate left turns into shopping areas and decrease access. Additionally, widening the road could decrease the amount of parking that is available for customers. Both of these side effects without mitigating actions could potentially cause a loss of revenues for existing businesses.

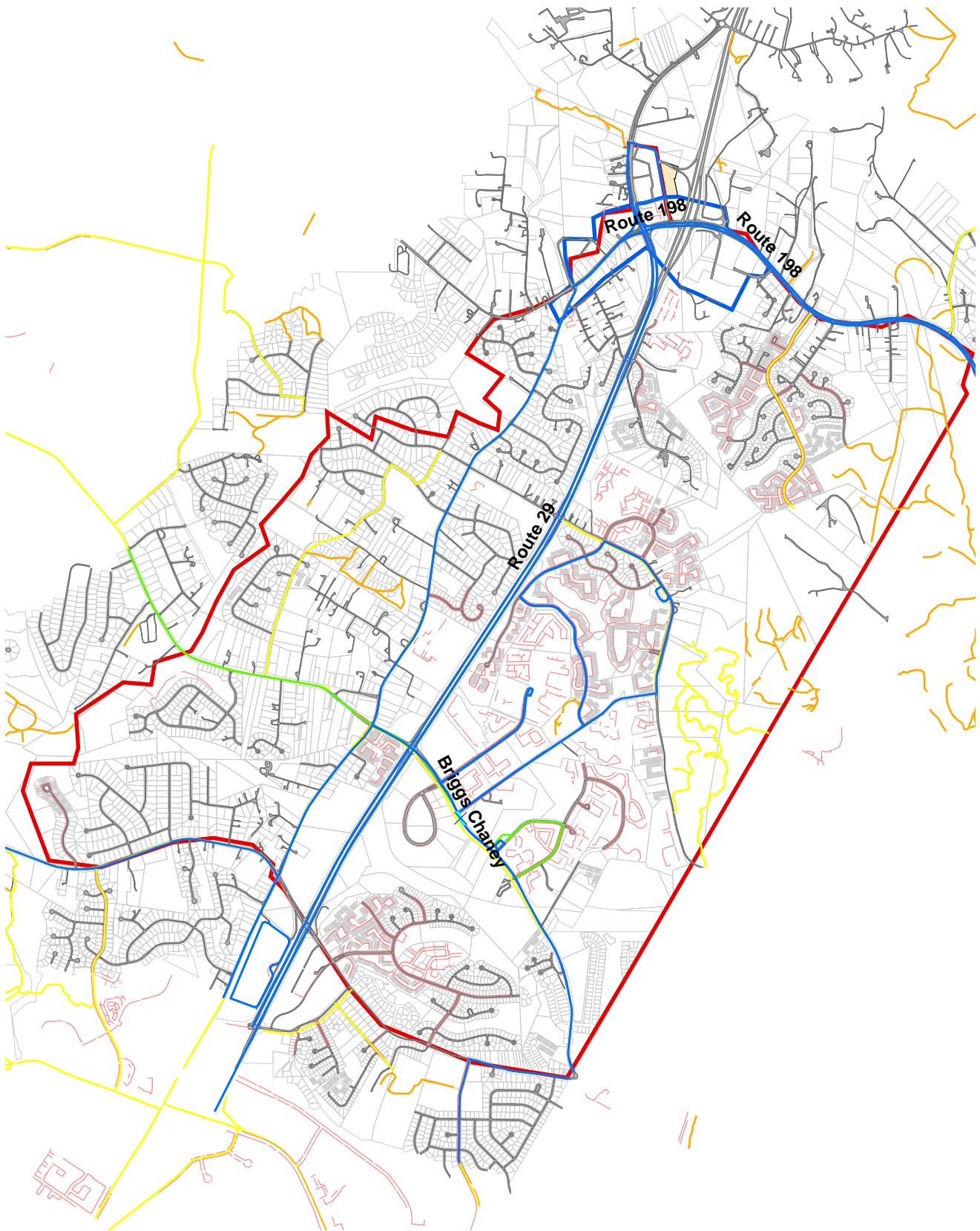
The SHA broke ground on the Intercounty Connector (ICC) in the summer of 2008 and plans to complete the project in 2012.⁹ The ICC is a multi-modal east-west highway that will link central and eastern Montgomery County with northwestern Prince George's County and is intended to increase community mobility. The ICC will intersect with US Route 29 south of Briggs Chaney Road, and provide an alternative to MD Route 198 for travelers headed east or west.

The County conceived of plans for the Burtonsville Access Road as a response to SHA's intentions to widen MD Route 198. Since the widening could disturb ingress, egress and parking for businesses along MD Route 198, the Burtonsville Access Road was proposed to connect MD Route 198 to Old Columbia Pike and run parallel and to the north of MD Route 198. The Burtonsville Access Road was originally proposed in the *Fairland Master Plan* (1997) and further described in the *Burtonsville Access Road Project Prospectus* (2002).

Parking: Beyond the park and ride lot, there are no existing public parking facilities in Burtonsville. Shoppers and residents use the private parking lots for consumer activities.

⁸ Burtonsville Market Study and Consumer Shopping Survey, 2007.

⁹ Maryland Department of Transportation, 2008.



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Map 2.8 Transportation and Circulation

Basile Baumann Prost Cole and Associates
Rhodeside and Harwell

0 1,100 2,200 4,400
Feet



Legend

- | | |
|----------------------------------|-------------------|
| Commercial Core Study Area | Metro Bus Routes |
| Community Legacy Plan Study Area | Ride On Bus Route |
| Roads | Trails |
| Property | Bike Paths |
| Park and Ride | Sidewalks |

Burtonsville Community Legacy Plan

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Section 3. Assets & Issues

An implementable revitalization plan which specifically identifies projects to enhance business activities and homeownership begins with identifying both the underlying community strengths and the challenges to the stability and safety of the community. Burtonsville is a community which values its pastoral recreational spaces and rural history; however, certain elements, such as high traffic speeds, threaten this image. With the help of local residents and business owners through public workshops, an exhaustive list of the assets and issues in Burtonsville was produced.¹⁰ The following section identifies the fundamental assets and issues of the Burtonsville Community.

Assets

Assets are the building blocks upon which community development is based. Many Burtonsville stakeholders identified similar views as to the underlying strengths of the community.

Country Nostalgia and Convenience: A formerly rural wedge just outside the Washington DC Beltway, Burtonsville maintains a small town character by encouraging low density residential development and loyal patronage to “mom and pop” stores. Residents’ daily needs are met within the community.

Local Businesses: Buying from your neighbor generates pride and local economic stability. Burtonsville residents celebrate the reward associated from “buying from your neighbor”. Several local shops characterize the commercial corridor, such as lawn mower repair, restaurants, hardware and auto repair.

Green Spaces: A natural barrier to urban development, the Patuxent River Watershed provides open areas for recreation and lends scenic character to Burtonsville. The Fairland Recreational Park, Tanglewood Neighborhood Park and the Fairdale Road Neighborhood Conservation Area are a few examples of open spaces for recreation in the CLA.



*A lawnmower repair shop captures the **small town community** character of Burtonsville.*

¹⁰ Meeting attendees were primarily middle-aged and older residents and did not necessarily represent the entire community.

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Access to Major Employment Centers: Situated between Washington DC and Baltimore, Burtonsville residents have easy automobile access to both these cities by way of MD Route 198 and US Route 29, and to suburban employment nodes throughout Montgomery County. Additionally, a 500-space Park-N-Ride lot connects commuters to seven bus routes.

Effective Public Facilities: The Marilyn J. Praisner Branch Library (formerly the Fairland Library), the Marilyn J. Praisner Community Recreation Center (formerly the Fairland Community Recreation Center) and the Burtonsville Elementary School help to provide places to meet neighbors and instill a strong sense of community.

Plant Nurseries: Several plant nurseries currently serve as unintentional gateways into the Burtonsville commercial area. These retailers bring colorful flowering plants and shaded parking lots that contribute to the overall bucolic atmosphere, though many are solely “for the trade” and not open to residents.

Strong Residential Areas: Community pride and high involvement in community initiatives characterize the residents of Burtonsville. Shown through support of local businesses and enthusiasm for public services such as the library and schools, the residents value each other and support initiatives which promote the general welfare of the community.

Diversity in Housing: Communities that have a range of housing choices are able to increase the diversity of the population. Apartments, townhomes and single family homes characterize the variety of housing types within the Burtonsville area. Burtonsville offers both affordable housing options and market rate homes which enable people moving to the community to find the “right fit”. More diversity within the population brings retail choices for residents.



To keep elementary students and parents safe, Burtonsville residents joined together to bring a stop light to the road leading to the elementary school.

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Issues

Situated in one of the fastest growing counties in the region, Burtonsville has felt growth pressures. In turn, issues have developed that could compromise the rural community character of Burtonsville.

Poor Access to Local Businesses

The rerouting of US Route 29 put future retail opportunities for Burtonsville business owners in jeopardy. Thus, maintaining access to local businesses is crucial for retaining the current customer base. Current traffic conditions along MD 198 make it difficult for shoppers to make left turns into and out of the businesses. Accidents on this thoroughfare can reduce retail opportunity in the commercial corridor. Enhancing access to local businesses along MD Route 198 would decrease the outflow of retail sales and benefit the community as a whole.

High Volume and Speed of Traffic

Especially during rush hour, the high volume and high speed of traffic within Burtonsville endangers the safety of visitors and residents alike along Burtonsville's main corridors. Specifically, the current uses along MD Route 198 support auto-oriented activities and cater to people in cars.

State Highway Administration Realignment: The SHA anticipates that Spencerville Road, MD 198, will be realigned. Current SHA plans include a potential widening and elimination of access points to the shops and businesses that presently front on the north and south side of MD Route 198. Business owners are concerned that the realignment will result in loss of customers.

Inadequate and Unsightly Infrastructure

Infrastructure for pedestrians is limited in the Burtonsville Community Legacy Area. Sidewalks are disconnected, and many intersections lack pedestrian signals. Where sidewalks exist, they are inadequate for meeting the safety needs of the pedestrian. Often, the sidewalk is narrow and without a buffer from the busy street. Cluttered overhead powerlines, lack of landscaping and signage, and poor drainage create an unsightly appearance.

Limitations on Redevelopment: Redevelopment of the Burtonsville commercial area is challenging because the parcels in the developable area are small and shallow. Constraints to redevelopment are described in greater detail in Appendix A.



Walking in the commercial area is dangerous due to a lack of sidewalks, random business entrances and high speeds.

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Old US Route 29: Now that pass-through traffic has been taken off the Old Columbia Pike (the former US Route 29), residents now report this roadway offers excess capacity and serves as a barrier between the major shopping centers in Burtonsville: the Burtonsville Shopping Center and the Burtonsville Crossing Shopping Center. Residents indicated that the Old Columbia Pike right-of-way should be used in a more productive way.

Lack of a Community Gathering Spot

Without a public place to gather, Burtonsville residents are finding it difficult to interact with and meet their neighbors. The most common places for residents to gather are at Rita's restaurant outdoor seating area and the Starbucks.

Relocation of Dutch Country Market: The Dutch Country Market served as a regional destination and became integral to the cultural, business and community image of Burtonsville. The Market served as a community focal point and source of identity for Burtonsville, and with its relocation, there is a need for renewed sense of community identity and the creation of new focal points. Without the Dutch Country Market as a regional anchor, Burtonsville may also weaken as a destination for regional visitors.

Lack of Design Continuity: A lack of consistency among building facades, signage, and landscaping treatment result in a lack of cohesive design character in the commercial area. Additionally, without cohesive signage and design, visitors have a difficult time navigating the shopping environment.



Shoppers seek refuge to relax and chat, but without a public meeting place many use private spaces such as the Starbucks outdoor seating area.

Tangled powerlines, lack of sidewalks, large and visible parking lots, inconsistent façade designs, misplaced signage and the absence of landscaping characterize the Burtonsville commercial core.



Scarcity of Choices in Retail: Residents suggested that they desire a broader variety of retail choices within Burtonsville. For example, a second grocery store was mentioned as a desired additional retail use.

Regional Retail Projects Nearby: New retail developments to the north (Maple Lawn) and southeast (Konterra), both of which are less than 5 miles (less than a 10-minute drive) from Burtonsville, are quickly increasing the competition to the existing stores and causing a limitation to the amount and type of retail supply Burtonsville can support.

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Section 4. Legacy Plan

Overview

The Burtonsville Community Legacy Plan is comprised of a series of short- and long-term recommendations grouped in element areas. These recommendations promote a revitalized commercial district, improved linkages to the surrounding residential neighborhoods, and an enhanced sense of community. The Community Legacy Plan is distinctively different from a Master Plan, in that no land use or zoning changes are included in the former document; rather, the Community Legacy Plan offers a clear path for future public and private investment with a prioritized list of recommendations.

Public and private stakeholder input inspired the vision for the Community Legacy Plan. Over the course of the study, numerous discussions were held with Montgomery County and State of Maryland officials and staff members, property and business owners, and the residents. During these meetings, the shared desire emerged for a cohesive and revitalized Village Center in the Burtonsville commercial area, a community gathering place and pedestrian-friendly and well-connected neighborhoods.

*The vision is that Burtonsville
will be a healthy, sustainable community with an integral sense of place and identity,
good connectivity and safe access to a strong vibrant commercial center.*

From this vision, the BBPC Project Team delineated a Community Legacy Plan that builds upon the area's current assets and provides practical, achievable recommendations to facilitate revitalization. The Community Legacy Plan contains short-term and long-term recommendations.

- Short-term (1-5 years)
- Long-term (6-10 years)

Elements

The short-term and long-term recommendations are further organized in seven element areas. Community revitalization and the emergence of a Village Center require comprehensive action. The elements of the Community Legacy Plan address the many factors that impact revitalization, connection to the residential community and economic vitality. These elements include:

- **Design of the public and private space:** streetscape, building facades, landscape treatment, and signage
- **Transportation and parking:** bicycle, pedestrian, and vehicular access, and parking for public and private uses
- **Art and culture:** public art at commercial area gateways
- **Social:** community gathering space that can provide an increased sense of place, an enhanced community identity and venues for special events
- **Environmental sustainability:** green and low-impact design features, green spaces, and landscaping
- **Economic development:** promotion of new stores and restaurants, and flex/industrial spaces with associated employment opportunities
- **Housing:** a variety of housing options at appropriate densities in the Community Legacy area.

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Implementation of the Community Legacy Plan requires commitment from all community stakeholders including public entities such as the County and State and the private sector such as property owners, business owners, and most importantly the community itself.

Short-Term Recommendations

Enhancements to the Burtonsville commercial area, including improved linkages to residential neighborhoods are recommended for implementation in the next five years. These enhancements promote a revitalized Village Center with a vibrant mix of shopping, dining, and service options with better connectivity to local neighborhoods.

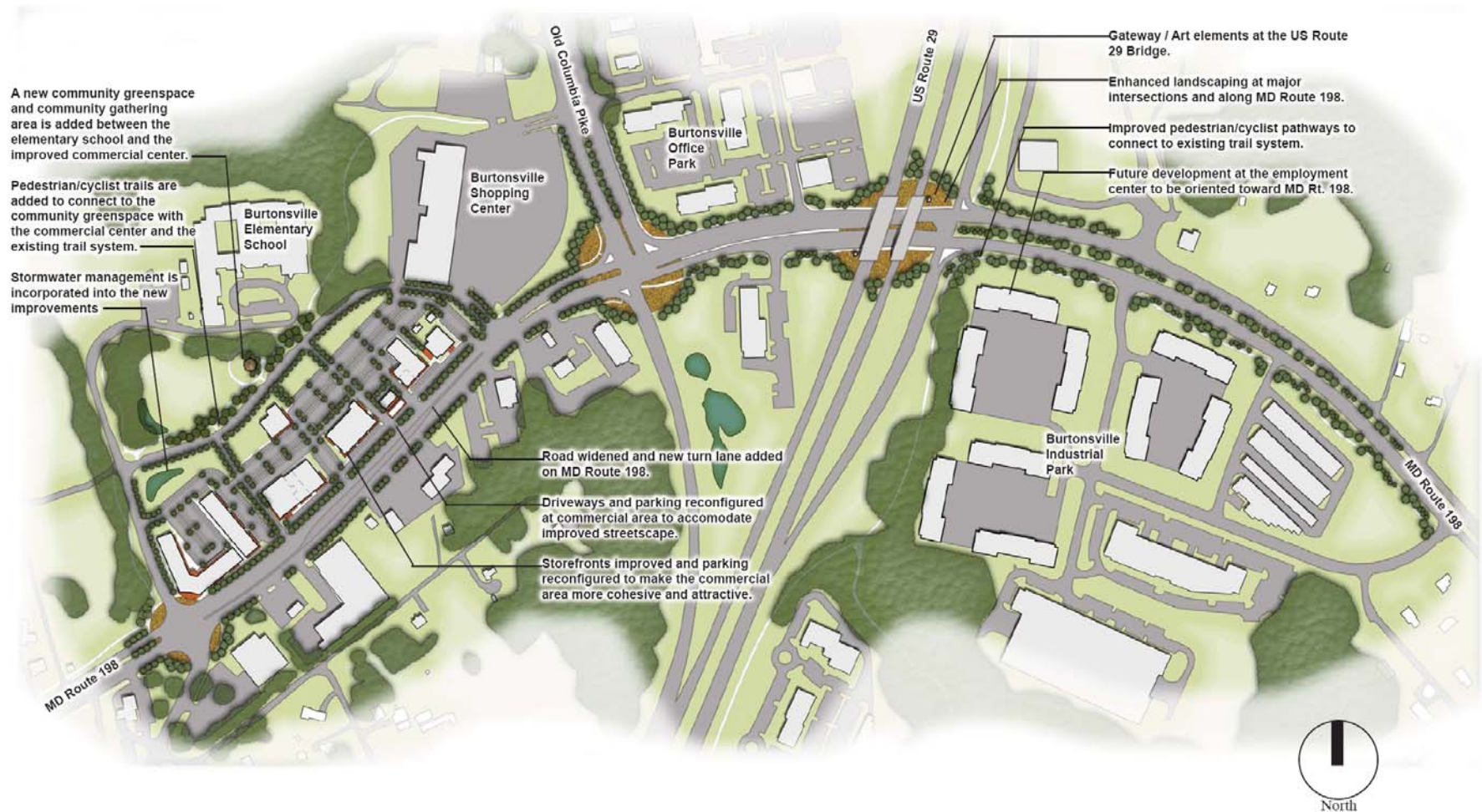
Architectural façade treatments; streetscape, landscape, and parking improvements; transportation investments; new gateway areas; bicycle and pedestrian connections; and the creation of a community gathering space and focal point are recommended to improve the image and economic viability of the existing commercial base. These enhancements set the stage in the long-term for future employment opportunities and enhance synergy between the community's residential and business centers.



In five years, comprehensive changes to the Burtonsville commercial area will improve the area's appeal to both residents and visitors. A more attractive, inviting, and defined sense of place will enhance the commercial area as both the commercial and social center of the Burtonsville community. A community greenspace will serve as a focal point within the revitalized center.

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Key short-term changes include streetscape enhancements along MD Route 198 and Old Columbia Pike, façade renovations to existing buildings, landscape and art enhancements at key gateways, construction of the Burtonsville Access Road to the north of MD Route 198, relocation and provision of expanded parking to the rear of properties situated between the School Access Road and the Burtonsville Shopping Center, construction of bicycle and pedestrian linkages, fast-track construction of improvements to MD Route 198, creation of a community greenspace, and expansion of commercial space between buildings where parking is to be relocated and within the Burtonsville employment center.

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A new community greenspace is developed between the elementary school and the improved commercial area.

A community gathering area is created within the greenspace focused around a new gazebo and seating area.

The existing trees and wetland areas are integrated into the new design and new rain gardens are created to manage stormwater runoff.

Trails within the greenspace connect to the commercial area and the existing system of trails along US Route 29.

The Burtonsville Access Road provides access to the community greenspace and commercial area.

The existing parking and service areas behind the commercial buildings is reconfigured to allow circulation between the shops and restaurants and to maximize the amount of parking accommodated.

Surface runoff from the parking area is collected in bioretention swales and rain gardens.

The existing commercial buildings remain with slight expansion areas to create more continuous storefronts.

To improve the overall appearance and cohesiveness of the commercial center, and to provide improved pedestrian access, building facade improvements with new awnings and covered walkways are proposed.

The widening of MD Route 198 will require modification to the existing structures at the west end of the commercial area. A new commercial building oriented toward the intersection is proposed.

New signage for the commercial area is proposed to reduce the overall visual clutter and make the shopping center more cohesive.

Some of the parking and driveways are eliminated to accommodate new street trees, sidewalk, signage and plantings along the street frontage of MD Route 198.



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Short-term Recommendations (1-5 years)

Design of the public and private space:

- Enhance streetscape along MD Route 198 and the former Columbia Pike to include street furniture such as benches and bike racks, landscaping, sidewalks, signage, banners and lighting.
- Provide façade enhancements to existing buildings along MD Route 198.
- Develop a new village green between the proposed Burtonsville Access Road and Burtonsville Elementary School. This improvement will contribute to creation of the Village Center sense of place.
- Improve landscaping treatments at key gateways, along pedestrian paths, vehicular thoroughfares, and within the village green.
- Identify opportunities to create greenways to link the commercial area and residential area to the natural environment.
- Improve community signage including wayfinding and business signage.
- Improve directional signage to Burtonsville Village Center along US Route 29 and MD Route 198.

Transportation and parking:

- Support construction of the master planned Burtonsville Access Road as previously designed to the rear of businesses to the north of MD Route 198, beginning at the School Access Road, wrapping around the planned community green space, and continuing up to the western entrance to the proposed Burtonsville Town Square shopping center on MD Route 198. Negotiate with the State Highway Administration regarding a traffic signal at the intersection of the new Burtonsville Access Road and MD 198.
- Reconfigure parking in the commercial area north of MD Route 198. The majority of the parking should be located to the rear of the existing structures, reserving one parking row along MD Route 198. This reconfiguration provides the opportunity to introduce improved pedestrian walkways and prepares for the proposed widening of MD Route 198.
- Construct bicycle and pedestrian linkages that connect existing commercial and residential areas, and introduce enhanced pedestrian crossings.
- Recommend that the MD Route 198 roadway improvements in Burtonsville continue to be identified as a high priority for Montgomery County Government to the State of Maryland.

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Art and culture:

- Construct gateway improvements on both sides of the US Route 29 bridge, including public art features.
- Construct complementary gateway/public art at MD 198 and Burtonsville Access Road.

Social aspects:

- Acquisition of property between the proposed Burtonsville Access Road and Burtonsville Elementary School for creation of a new village green for community gathering that may be used for special events, including a country market.



Façade improvements, as well as pedestrian and streetscape enhancements, can transform the image of existing buildings and businesses in the Burtonsville commercial area. Wide sidewalks, landscaping, trees, signage and awnings can create the character and appeal of a village center.

Environmental sustainability:

- Include green and low-impact design features within the proposed village green, at gateways, along pedestrian thoroughfares and in infrastructure improvements.
- Enhance landscaping on the road sides and in the median, and install flowering plants on the bridge slope with an increased use of low-maintenance, native species (see illustration below)

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- Encourage residential, commercial and private institutional property owners to improve stormwater runoff conditions on their property by using more natural drainage design techniques, including those supported through the Rainscapes Rewards rebate program of the Montgomery County Department of Environmental Protection.

Economic development:

- Provide funding to conduct an analysis of the redevelopment potential of properties to the north of MD Route 198 consistent with the protection of the Patuxent Watershed. The analysis should include an assessment of the current building condition useful life and provide options for redevelopment. In addition, the analysis should include an estimate of costs associated with potential redevelopment and revenue loss during construction.
- Provide funding for a market study to explore the demand for development of the Burtonsville employment center including the types of tenants this area would attract. This would be distinct from and complimentary to the commercially-focused *Burtonsville Market Study* completed in 2007.
- Outreach to new and existing businesses.

Housing

- Encourage homeownership by promoting programs to assist renters in becoming financially prepared to purchase a home in Montgomery County.
- Encourage construction of “move up” housing to retain residents within the community and to maintain a healthy range of socio-economic demographics.
- Participate in Foreclosure Prevention programs.



Economic viability is tied to both how readily customers can find businesses as well as how inviting those businesses appear. Gateway treatments framing the Burtonsville commercial area will clearly signal a sense of arrival in a special place for customers arriving by automobile and on foot. Landscaping and public art hint at the unique character of the Burtonsville commercial area, and invite the customer to explore the area.

Long-Term Recommendations (6-10 years)

Short-term improvements set the stage for additional improvements and expanded opportunities for employment and homeownership in the long-term timeframe of 6 to 10 years. Comprehensive enhancements including those related to design, transportation and parking, environmental sustainability, economic factors, and homeownership opportunities promote long-term vitality.

Design of the public and private space:

- Continue streetscape enhancements along MD Route 198 not previously covered in the first five years
- Facilitate redevelopment opportunities and façade improvements to properties fronting on the south side of MD Route 198 between the southbound ramp to US Route 29 and Old Columbia Pike

Transportation and parking:

- Construct a new village scale street to the rear of the commercial area south of MD Route 198 along Tolsen Place. The design of the new street should be similar to that of the Burtonsville Access Road. The new street would improve enhanced access for local traffic to commercial businesses in the area.
- Explore additional parking strategies to accommodate new development. These strategies may range from shared parking to a parking structure.

Environmental sustainability:

- Encourage the use of green and low-impact design features in the design of new buildings and public spaces.
- Provide landscaping treatment at gateways, along pedestrian thoroughfares, and within community gathering space
- Enhance landscaping on the road sides and in the median and install flowering plants on the bridge slope with an emphasis on the use of low-maintenance, native species (see illustrations)
- Protect and preserve the Patuxent Watershed.

Economic development:

- Support the preservation of small businesses in Burtonsville.
- Support the assemblage of smaller properties to facilitate a comprehensive redevelopment of the commercial area along MD Route 198. A comprehensive redevelopment may require the demolition of the existing structures.
- Encourage opportunities for new businesses and commercial development, and expansion of the Burtonsville employment center with new buildings and associated employment

Housing:

- Recommend consideration of mixed use development in the Burtonsville Village Center. Housing is permitted in the current C-2 zone by special exception and is specifically recommended along the Burtonsville Access Road that wraps around the village center greenspace. These units would be appealing to young professionals, independent seniors and those interested in home-based occupations near an established commercial node.
- Encourage and maintain a wide choice of housing types and neighborhoods for people of all incomes, ages, lifestyles, and physical capabilities at appropriate densities and locations within the Community Legacy Area.

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Section 5. Implementation

A strong plan meets community goals, offers practical and specific implementation strategies, and provides potential for the realization of broad-based benefits to the community. The Burtonsville Community Legacy Plan's implementation program assumes the partnership of public implementation entities and community members, including private property and business owners.

Several themes remain constant throughout the implementation program. These include:

- A focus on improvements to image, character, and cohesiveness of design to realize a vibrant Village Center
- Inclusion of green features (including green/low-impact design, recreational spaces, and new vegetation as part of streetscape creation and design)
- Promotion of new employment opportunities in the Burtonsville employment center to the east of US Route 29 through incentives for new construction of commercial facilities in this area
- Establishment of conditions that will support the addition of new home-ownership opportunities in the long-term consistent with maintaining the character and scale of the area.

Implementation elements have been divided into two broad timeframes: 1) the short-term (e.g. within 5 years) and 2) the long-term (e.g. within 10 years).

The following table provides a summary of the suggested short- and long-term recommendations:

Burtonsville Community Legacy Plan Recommendations and Timeframe	
Elements of Short-Term Recommendations	
<i>1. Design of public and private space</i>	
a. Streetscape enhancement	1-5 years
b. Façade enhancements	1-5 years
c. Community greenspace	2-5 years
d. Greenways, Bicycle & Pedestrian Linkages	continuous
e. Community Signage	2-5 years
f. Directional Signage on highways	1-5 years
<i>2. Transportation and parking</i>	
a. Burtonsville Access Road, traffic signal	1-5 years
b. Parking lot design north of MD Route 198	2-5 years
c. MD Route 198 improvements	1-5 years
d. Walkways and Bikeways	2-5 years
<i>3. Art and culture</i>	
a. Gateway improvements east	2-5 years
b. Gateway improvements west	2-5 years
<i>4. Social aspects</i>	
a. Village green property acquisition	2-5 years
<i>5. Environmental sustainability</i>	
a. Stormwater management	1-5 years
b. Inclusion of green & low-impact features	2-5 years
c. Landscaping improvements	2-5 years
<i>6. Economic development</i>	
a. Analysis of redevelopment potential	1-5 years
b. Outreach to new & existing businesses	1-5 years
<i>7. Housing</i>	
a. Encouragement of homeownership	1-5 years
b. Prevention of foreclosures	1-2 years
Elements of Long-Term Recommendations	
1. Encourage appropriate housing	6-10 years
2. Revitalization south of MD Route 198	6-10 years
3. Continued application of green standards	6-10 years
4. Continued expansion of employment center	6-10 years
5. Community linkages	6-10 years

Short-Term Recommendations Sorted by Element Area

The short-term recommendations set the stage for a healthy, sustainable Burtonsville community with safe streets and walkways; secure neighborhoods and a strong vibrant economy through design standards, plans and programs, and the initiation of physical improvements. Short-term elements can be planned and implemented within a five year period.

The keys to implementation of short-term elements are:

- Successful coordination between the private sector (e.g. property and business owners) and public sector (in particular, Montgomery County departments and the State Highway Administration)
- Effective public awareness
- Early creation of the public green space
- Implementable design standards and plans

Design of public and private space:

Design standards capture the community vision of a Village Center that is reminiscent of Burtonsville's rural past. *Plans and Programs* are recommended to incentivize business development, construction activities, alternative transportation improvements and public art. Streetscape improvements will contribute significantly to improving the public image of Burtonsville's commercial core and the safety of pedestrians. The following are recommended:

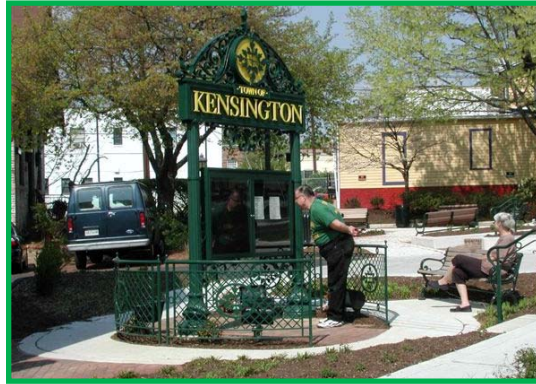
- *Streetscape Design Standards:* Develop streetscape design standards for sidewalks, landscaping, lighting, street furniture, banners, bike racks, curb and gutter, crosswalks, gateways, way finding, community signage and advertising, and other items as appropriate. The standards should incorporate green elements to protect the natural environment.
- *Façade Enhancements:* Develop conceptual façade designs for building façade improvements. The concepts may include covered walkways (awnings), business signage, roof lines, preferred architecture styles, and other items as appropriate to the village theme.
- *Façade Improvement Program:* Develop a Burtonsville Façade Program providing incentives for property and business owners to undertake visual improvements to the street-facing facades of buildings. Incentives may include a matching grant program, fast track permitting and/or Montgomery County property tax abatement.
- *Community Greenspace:* Acquire property between the proposed Burtonsville Access Road and the Burtonsville Elementary School - potentially through the use of the County's Legacy Open Space Program. This property should be developed as a greenspace amenity for the community. The space is large enough to support small- to medium-sized community events such as a country market, concerts, cultural performances and other events. The greenspace should include an open structure that can enhance and expand greenspace use.
- *Greenways, Bicycle and Pedestrian Linkages:* Build upon the bikeways and sidewalk recommendations contained within the Fairland Master Plan (1997), and the Countywide Bikeways Functional Master Plan (2005) to promote safe and convenient bikeways that connect the Village Center to the residential area and expand recreational and commuting opportunities for biking and pedestrian movement.

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- *Community Signage:* Plan, design and implement a community signage program to include way finding and business signage.
- *Relocation and/or addition of highway signage:* Partner with SHA to identify locations for new signage indicating directions to Burtonsville along US Route 29 and MD Route 198.



Montgomery County offers numerous examples of high-quality, unique streetscape elements, such as this kiosk in Kensington.

Transportation and Parking

Transportation and parking are critical issues within the Burtonsville commercial area. Since substantial traffic moves through the commercial core daily, access to businesses must be maintained while controlling access and providing for the safe passage of pedestrians and vehicles. The following four recommendations together address these issues:

- *Burtonsville Access Road:* proceed with implementation of the Burtonsville Access Road as previously designed and negotiate with the State Highway Administration regarding a traffic signal at the intersection of the new Burtonsville Access Road and MD 198.
- *Parking Lot Design North of MD Route 198:* The planned widening of MD Route 198 could result in the removal of some parking in front of businesses in the northwest quadrant of the focus area. To help mitigate the potential loss of this parking, a redesign of the parking is recommended. It is suggested to maintain one row of parking along the front of businesses and to relocate the remainder to the rear in a new, organized shared parking area.
 - Conduct an analysis of current parking requirements and potential for shared parking. Develop shared parking scenarios for the commercial area to the north of MD 198. Design may include rain gardens, landscaping, pedestrian paths, and clearly marked spaces.
 - Funding for Relocation and Construction: The relocation of parking spaces carries with it construction costs. To encourage property owners to relocate parking, the Community Legacy Plan suggests that funding be provided to mitigate the cost of construction.
- *MD Route 198 Improvements:* Montgomery County Government request SHA to upgrade the priority for the reconstruction of MD Route 198 in the Burtonsville community.
- *Greenways and Bikeways:* Implement recommendations contained within the Fairland Master Plan (1997), and Countywide Bikeways functional Master Plan (2005) to promote safe and convenient bikeways that connect the Village Center to the residential area and expand recreational and community opportunities for biking and pedestrian movement. Design should incorporate green/environmentally sensitive methods.



Functional elements to improve bicycle and pedestrian access and ease of use can be created in a unique and artful manner, as illustrated by this County-owned bike rack in Silver Spring.

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Art and culture

In order to satisfy the community's vision for enhancing the character of a Village Center, increasing pedestrian safety, and broadening the appeal for private investment in the Burtonsville Community, streetscape, gateway, and bicycle/pedestrian improvements are recommended.

- *Gateway Enhancements:* Gateway enhancements are an integral recommendation of the Community Legacy Plan. Gateway elements reinforce the sense that one is entering or leaving an identifiable community. Gateway enhancements are recommended for both sides of the US Route 29 overpass and at the traffic signal at MD Route 198 and the School Access Road. The gateway enhancements may include public art and colorful landscaping to define arrival in Burtonsville.



Contextually distinctive signage is a key aspect of the Burtonsville Legacy Plan. Unique signage improves way-finding for visitors and contributes to the enhancement of an area's character. Signage in Kensington is uniquely designed to invoke the area's historic character.

Social

A village green provides a community gathering space, a physical center and lends to a sense of place. The Community Legacy Plan concurs with the Fairland Master Plan (1997) that recommends a village green be located between the Burtonsville Access Road and Burtonsville Elementary School.

- *Village green:* Acquisition of property between the Burtonsville Access Road and Burtonsville Elementary School for creation of a new village green for community gathering that may be used for special events, including a country market.

Environmental sustainability

The Burtonsville Community Legacy area includes parts of the Paint Branch, Little Paint Branch and Patuxent Watersheds. The Burtonsville Commercial area lies within the Patuxent Watershed environmental preservation area. The Master Plan recommends limiting expansion of high impervious uses in the commercial area. The Community Legacy Plan recommends inclusion of green and low impact design features in any redevelopment or community enhancements.

- *Stormwater management:* Encouragement of private installation of natural drainage projects to improve storm water runoff conditions on private property. The Montgomery County Department of Environmental Protection offers a RainScapes Rewards Rebate for participants until annual funding is depleted.
- *Green and low impact design:* Inclusion of green and low-impact design features at gateways, along pedestrian thoroughfares and within the proposed community greenspace and infrastructure improvements. Use of green and low impact design features is encouraged in the design of new buildings and public spaces.
- *Landscaping Improvements:* Enhanced landscaping on the road sides and in the median and flowering plants on the bridge slope with an increased use of low-maintenance, native species (see illustrations).

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Economic development

Private sector investment and involvement should be encouraged as a means to expedite the implementation of the Burtonsville Community Legacy Plan.

- *Outreach to Business and Commercial Property Owners:* Conduct outreach meetings with the business and commercial property owners highlighting programs available from the Montgomery County Department of Economic Development including the Small Business Revolving Loan Fund, Economic Development fund, Technology Growth Fund, Microenterprise Funds and mentoring. These meetings offer an opportunity to provide regular updates concerning projects and progress and facilitate community partnerships.
- *Analysis of Redevelopment Potential:* Provide funding to conduct an analysis of the redevelopment potential of properties to the north of MD Route 198. The analysis should include an assessment of the current building condition and useful life and provide options for redevelopment consistent with protecting the watershed. In addition, the analysis should include an estimate of costs associated with redevelopment and revenue loss during construction.
- *Market Study:* Provide funding for a market study specifically to explore the demand for development of the Burtonsville employment center including the types of tenants this area would attract. This would be distinct from and complimentary to the commercially-focused *Burtonsville Market Study* completed in 2007.

Housing

The strength and vitality of a community is expressed not only in the commercial areas but also in the health of the neighborhoods which comprise the community. The Community Legacy Plan encourages the preservation of the current housing stock and maintenance of a wide choice of housing types and neighborhoods for people of all incomes, ages, lifestyles and physical capabilities at appropriate densities and locations.

- *Homeownership:* Encourage homeownership by promoting programs to assist renters in becoming financially prepared to purchase a home in Montgomery County. These programs offer below market interest rates, homeownership Seminars, a home buying education Certificate of Completion, Closing Cost Assistance and Federal Housing Administration (FHA) Loans.
- *Foreclosure Prevention:* Outreach to the community highlighting the availability of foreclosure counseling and other resources to prevent foreclosure.

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Long-Term Recommendations

The long-term recommendations of the Community Legacy Plan continue the vision for Burtonsville. These recommendations will help the community adapt to changing market demands by setting the stage for new homeownership opportunities in the commercial area, continuing to focus on attracting employers to the Burtonsville employment zone, and stimulating retail and restaurant growth on the south side of MD Route 198.

Encourage Housing Development: Encourage a variety of housing options in the Community Legacy area at appropriate densities and locations. Explore townhouse development between the retail area along the north side of MD Route 198 and the new community greenspace. These units would be appealing to young professionals, independent seniors and those interested in home-based occupations near an established commercial node. In addition, these new residents would contribute to a 24-hour presence and to the security of the Village Center.

Facilitate Revitalization and/or Redevelopment South Side of MD Route 198: Facilitate revitalization along the south side of MD 198 by assisting with improvements to both aesthetics and vehicular/pedestrian access. The development of a village-scaled street behind the commercial properties similar to the Burtonsville Access Road is recommended. The street would provide access to the businesses from the rear which, in turn, will decrease the amount of traffic on MD Route 198 and increase safety.

Continued Application and Implementation of Green Design Standards: Promote green elements (e.g. low-impact, environmentally-sensitive design) in building design, parking lot design, and site features of new and existing development. Indirect incentives could be offered, such as reductions in required parking or enhanced density for new developments. Direct incentives could include matching grants for green improvements to existing buildings, or assistance with the up-front cost of construction for new development.

Continued Expansion of the Burtonsville Employment Center: Attracting and retaining businesses is crucial for the expansion of employment opportunities within the Burtonsville employment center. Consistent with the short-term recommendations, the long-term recommendations include the promotion of existing incentives for small businesses to locate to this area.

Community Linkages (sidewalks/bikepaths) are recommended to connect the employment center to neighboring residential areas. Flex development is initially recommended in the Employment Center to achieve a higher density of employment than traditional industrial development. The results of the Target Market Study of industrial and flex development opportunities will further guide recruitment of new uses to this area.

Other recommendations include streetscape enhancements, façade improvements, and bike/pedestrian connections not completed under the short-term improvement efforts along MD Route 198. Care must be taken to design this street so as to discourage cut-through traffic in adjoining residential areas.

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Implementation Matrix

A strong blueprint for future revitalization in Burtonsville requires the identification of an implementation structure that clearly identifies roles and responsibilities for all agencies, organizations and individuals involved in this effort. This structure might include the identification of: 1) lead entities that will be responsible for action, 2) supporting partners, 3) potential funding source(s), 4) order-of-magnitude cost, and 5) timeframe for completion. The following pages provide such details for key elements in the short-term (5-year) and long-term (10-year) futures.

Order of magnitude costs have been estimated by element, and are primarily based on costs of similar elements in other communities in the region. Order of magnitude costs should not be used for budgeting purposes, but rather as a ballpark figure for beginning implementation work and comparing implementation items. All cost information is provided in 2008 dollars.

Key entities identified for lead and/or supporting roles include, in alphabetical order by their abbreviated name, as used in the matrix:

- **County Arts & Humanities Council:** Arts and Humanities Council of Montgomery
- **County DED:** Montgomery County Department of Economic Development
- **DEP:** Montgomery County Department of Environmental Protection
- **DHCA:** Montgomery County Department of Housing and Community Affairs
- **DHCD:** Maryland Department of Housing and Community Development
- **DOT:** Montgomery County Department of Transportation
- **DPS:** Montgomery County Department of Permitting Services
- **HOC:** Montgomery County Housing Opportunities Commission
- **M-NCPPC:** Montgomery County Planning and Parks Departments of The Maryland-National Capital Park and Planning Commission
- **MWCOG:** Metropolitan Washington Council of Governments
- **SHA:** Maryland State Highway Administration

Preliminary funding sources for the implementation elements include:

- National Capital Region Transportation Planning Board (TPB) Transportation/Land-Use Connections Program
- Community Legacy Funds
- MSAC Grants
- County Capital Improvement Program (CIP)
- MD SHA Funds
- County Legacy Open Space Program
- Maryland Department of Natural Resources (DNR) Community Parks & Playgrounds Program
- MWCOG Transportation Improvement Program (TIP)
- County Housing Initiative Fund

These public sector funding and financing sources are meant to leverage private sector investment and result in broad-based benefits to the community.

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Short Term Elements

#	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	1	Design of Public and Private Space						
1 a		Streetscape Design Standards	Recommend the development of streetscape design standards for sidewalks, landscaping, lighting, street furniture, banners, bike racks, curb and gutter, crosswalks, gateways, way finding, signage and other items as appropriate. Standards should incorporate green/environmentally sensitive elements. Streetscape improvements recommend for the commercial area of MD Route 198 and along the old US Route 29, initially focused along the north where enhancements are likely in the near term. Consider reducing travel lanes along old US Route 29, creating a boulevard appearance.	DHCA	M-NCPPC; SHA; DOT; DPS; commercial property owners	National Capital Region Transportation Planning Board (TPB) Transportation/Land-Use Connections Program; Community Legacy Funds; County CIP; SHA	(design) \$40,000 - \$50,000 (implement-ation) \$4.5 million	1-2 years 2-5 years 6-10years
1 b		Façade Enhancement	Develop conceptual façade designs for building improvements that may include covered walkways, awnings, business signage, roof lines, preferred architecture styles and other items as appropriate. Implement a program to incentivize property and business owners to undertake improvements. Incentives could include: matching grant program, fast-track permitting, and County property tax abatements.	DHCA	DHCD; commercial property owners	Montgomery County Community Legacy Funds; County CIP	\$50,000 \$200,000	1-2 years 2-5 years

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#	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	1	Design of Public and Private Space (Continued)						
1 c		Greenspace/ Village Center	Acquire Property between Burtonsville Access Road and Burtonsville Elementary School. The purchase could occur through the County Legacy Open Space program. Design an amenity and implement strategy to use the space for community events, including perhaps a country market (by special exception).	County		County Legacy Open Space Program; Community Legacy Funds; County CIP; Maryland DNR Community Parks & Playgrounds Program	(acquisit- ion) \$525,000 (design) \$250,000 (construct- ion) TBD	2-5 years
1 d		Bicycle and Pedestrian Linkages	Build upon recommendations contained within the Fairland Master Plan (1997), and Countywide Bikeways functional Master Plan (2005) to promote safe and convenient bikeways that connect the village center to the residential area and expand recreational and community opportunities for biking and pedestrian movement. Design should incorporate green/environmentally sensitive methods.	DOT; M- NCPPC	County DHCA; MWCOG; SHA; DHCD	National Capital Region Transportation Planning Board (TPB) Transportation/ Land-Use Connections Program	TBD	continuou s

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#	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	1	Design of Public and Private Space (Continued)						
1 e		Community Signage	Plan, design and implement a community signage program to include wayfinding and business signage.	DHCA	M-NCPPC; SHA, DOT	County CIP; Community Legacy	(plan design) \$60,000 (construct- ion) \$200,000	
		Relocation and/or addition of Highway Signage	Partner with SHA to identify locations for new signage indicating directions to Burtonsville along US Route 29 and MD Route 198.	MD SHA	DOT; DHCA	SHA; County CIP;	\$5,000	1-5 years

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#	Priority	Recommendation	Description/Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time Frame
	2	Transportation and Parking						
2 a		Burtonsville Access Road	Proceed with implementation of the Burtonsville Access Road as previously designed and negotiate with the State Highway Administration regarding a traffic signal at the intersection of the new Burtonsville Access Road and MD 198.	DHCA; DOT	DHCA; MWCOG	County CIP; MWCOG TIP	\$6.5 million (currently in CIP)	2-5 years
2 b		Parking Lot Design	<p>Analysis of current parking requirements and potential for shared parking. Develop shared parking scenarios for commercial area to the north of MD Route 198. Maintain one row of parking along the front of businesses and remainder relocated to the rear in a new, organized shared parking area.</p> <p>Develop design to include trees, pedestrian paths, clearly marked spaces, pervious surfaces and facilities such as rain gardens for capturing and treating run-off.</p> <p>The relocation of parking spaces carries with it construction costs. To encourage property owners to relocate parking, suggest funding be provided to mitigate the cost of construction.</p>	DHCA; SHA	M-NCPPC; DHCD	Community Legacy Funds	(analysis) \$30,000	1-2 years

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#	Priority	Recommendation	Description/Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time Frame
	2	Transportation and Parking (Continued)						
2 c		MD Route 198 improvements	Montgomery County Government request SHA to upgrade the priority for the reconstruction of MD Route 198 in the Burtonsville.	DHCA; DOT	SHA; DHCA			1-2 years 2-5 years
2 d		Greenways & bikeways	Implement recommendations contained within the Fairland Master Plan (1997), and Countywide Bikeways functional Master Plan (2005) to promote safe and convenient bikeways that connect the village center to the residential area and expand recreational and community opportunities for biking and pedestrian movement. Design should incorporate green/environmentally sensitive methods.	DOT, M-NCPPC	DHCA; DOT	County CIP; National Capital Region Transportation Planning Board (TPB) Transportation/Land-Use Connections Program	\$2.2 million	2-5 years

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	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	3	Art and Cultural						
3 a		Gateway enhancements east	Plan, design and construct enhanced landscaping on the sides and median, flowering plants on bridge slope and incorporate public art features at the US Route 29 overpass.	DOT; DHCA	County Arts & Humanities Council	MSAC Grants; Community Legacy Funds; County CIP;SHA		2-5 years
3 b		Gateway enhancements west	Plan, design and construct enhanced landscaping on the sides and median and incorporate public art features at MD Route 198 and School Access Road.	DOT; DHCA	County Arts & Humanities Council	MSAC Grants; Community Legacy Funds; County CIP; SHA		2-5 years

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	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	4	Social Elements						
		Greenspace/Village Center	Acquire Property between Burtonsville Access Road and Burtonsville Elementary School. The purchase could occur through the County Legacy Open Space program. Design an amenity and implement strategy to use the space for community events, including perhaps a country market (by special exception). This recommendation is supported by the Fairland Master Plan (1997).	DOT; DHCA		County	Included in 1.c.	

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	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	5	Environmental Sustainability						
5 a		Stormwater management	Encourage residential, commercial and private institutional property owners to improve storm water runoff conditions on their property by installing more natural drainage projects such as RainScapes. The Montgomery County Department of Environmental Protection offers a RainScapes Rewards Rebate for participants until annual funding is depleted.	DEP	DHCA	County CIP		1-2 years 2-5 years
5 b		Green and low-impact design	Inclusion of green and low-impact design features at gateways, along pedestrian thoroughfares and within the proposed community greenspace and infrastructure improvements. Use of green and low impact design features is encouraged in the design of new buildings and public spaces.				TBD	2-5 years
5 c		Landscaping improvements	Enhanced landscaping on the road sides and in the median and flowering plants on the bridge slope (see illustrations).					

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	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	6	Economically vibrant mix of uses						
6 a		Redevelopment Potential Analysis	<p>Provide funding to conduct an analysis of the redevelopment potential of properties to the north of MD Route 198. The analysis should include an assessment of the current building condition useful life and provide options for redevelopment. In addition the analysis should include estimate of costs associated with redevelopment and revenue loss during construction.</p> <p>Provide funding for a market study to explore the demand for development of the Burtonsville employment center including the types of tenants this area would attract.</p>	DHCA	DED	Community Legacy Funds; County CIP	<p>\$25,000</p> <p>\$30,000</p>	1-2 years s
6 b		Outreach to Businesses and Commercial Property Owners	Outreach to the Burtonsville Business and Commercial Property Owners: Conduct outreach meetings with the business and commercial property owners highlighting programs encouraging new private investment and other community issues. These meetings offer an opportunity to provide regular updates concerning projects and progress and facilitate community partnerships.	DHCA	DED	County; Community Legacy	\$12,000	1-2 years

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	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Source(s)	Order of Magnitude Cost	Time- frame
	7	Housing						
7 a		Homeownership	Encourage homeownership by promoting programs such as the Housing Opportunities Commissions programs to assist renters in becoming financially prepared to purchase a home in Montgomery County. These programs offer below market interest rates, homeownership seminars conducted by HOC, bi-annually (Spring and Fall), a home buying education Certificate of Completion, Closing Cost Assistance and FHA Loans.	DHCA	HOC; DHCD	HOC; DHCA		
7 b		Foreclosure Prevention	Incidents of foreclosure have risen dramatically in Montgomery County. Maintaining homeownership is a priority. Recommend outreach to the community highlighting the availability of foreclosure counseling and other resources.	DHCA	DHCA; DHCD			

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Long Term Elements

	Priority	Recommendation	Description/ Location	Lead Entity	Support- ing Partners	Potential Funding Sources	Order of Magnitude Cost	Time- frame
	1	Encourage Housing Development	<i>Encourage Housing Development:</i> Encourage a variety of housing options in the Community Legacy area at appropriate densities and locations. Explore townhouse development between the retail area along the north side of MD Route 198 and the new community greenspace. These units would be appealing to young professionals, independent seniors and those interested in home-based occupations near an established commercial node. In addition, these new residents 24-hour presence contributes to the security of the Village Center.	DHCA	DHCD	Community Legacy Funds; County Housing Initiative Fund	\$100,000	5-10 years
	2	Facilitate Revitalization and/or Redevelopment South Side of MD Route 198	<i>Facilitation of Revitalization and/or Redevelopment of the south side of MD Route 198:</i> Facilitate revitalization along the south side of MD 198 by assisting with improvements to both aesthetics and vehicular/pedestrian access. The development of a village scaled street behind the commercial properties similar to the Burtonsville Access Road is recommended. The street would provide access to the businesses from the rear which, in turn, will decrease the amount of traffic on MD Route 198 and increase safety. Care must be taken to design this street so as to discourage cut-through traffic in adjoining residential areas. Other recommendations include streetscape enhancements, façade improvements, and bike/pedestrian connections not completed under the short-term improvement efforts along MD Route 198.	SHA; DOT	DHCA	SHA; Community Legacy Funds; County CIP	\$3.6 million for Rt. 198; \$6.5 million for the parallel village scale street (based on CIP funding for the Access road)	5-10 years

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	Priority	Recommendation	Description/ Location	Lead Entity	Supporting Partners	Potential Funding Sources	Order of Magnitude Cost	Time- frame
	3	Continued application of green design standards	<i>Continued Application and Implementation of Green Design Standards:</i> Promote green elements (e.g. low-impact, environmentally-sensitive design) in building design, parking lot design, and site features of new and existing development. Indirect incentives could be offered, such as reductions in required parking or enhanced density for new developments. Direct incentives could include matching grants for green improvements to existing buildings, or assistance with the up-front cost of construction for new development.	DHCA	M-NCPPC	Community Legacy Funds; County CIP	\$50,000	5-10 years
	4	Continued expansion of employment center	<i>Continued Expansion of the Burtonsville Employment Center:</i> Attracting and retaining employers is crucial for the expansion of employment opportunities within the Burtonsville employment center. Consistent with the short-term recommendations, the long-term recommendations include the promotion of existing incentives for small businesses to locate to this area.	DED	DHCA	Community Legacy Funds	\$10,000	5-10 years
	5	Community Linkages	Community Linkages (sidewalks/bikepaths) are recommended to connect the employment center to neighboring residential areas.	M-NCPPC	DHCA	County CIP; Community Legacy Funds	TBD	5-10 years

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Cost Benefit Analysis

The Burtonsville Community Legacy Plan provides a blueprint for major improvements to the focus area which are likely to spur economic development, revitalization, and potential redevelopment in the future. These improvements are especially critical given the planned changes to MD Route 198, which could, without careful planning and investment, result in lost sales and disruption for existing businesses.

The Community Legacy Plan takes a proactive approach to minimizing such losses and enhancing economic prospects for existing and future businesses. It also offers long-term potential for accelerated employment growth and new housing options for the workforce.

Enhanced economic viability brings with it a number of benefits for business owners, property owners, and the broader community. Quantifiable benefits include:

- Enhanced retail sales;
- Retail sales tax revenues;
- Real property values;
- Real property tax revenues; and
- Employment and associated income.

Preliminary, order-of-magnitude estimated measures of these benefits are offered below, with all figures provided in 2008 dollars. The order-of-magnitude benefits are offered for comparison and evaluation purposes, are based on a variety of assumptions, and are not meant to be used for revenue forecasting. Intangible benefits – those which cannot be quantified or are difficult to measure – are also described in the following sub-section.

Annual Retail Sales

Comprehensive improvements to image, visibility, and access offer strong potential to accelerate retail sales in existing and future stores and restaurants. The Local Government Commission and the National Main Street Center have measured the economic impact of comprehensive revitalization efforts similar to that proposed in Burtonsville, and have identified potential for commercial districts to increase retail sales by as much as 30 percent.

Such sales growth is possible in Burtonsville, but will require a long-term timeframe (e.g. 10 years) to be realized. BBPC estimates that sales could increase from their current level by 10 percent in the short-term (e.g. 5 years), when a number of improvements are completed as a result of the Legacy Plan. Such increase would result in \$39 million in new retail sales per year in the short-term, supporting the economic health of existing and future retail and restaurant businesses. Sales could then increase by 30 percent in the long-term, representing \$63 million in new annual sales (includes new short-term sales).

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**Table 5.1: Projected Annual Retail Sales
(2008 Dollars)**

	Total SF (1/) (2/)	Sales Per SF (3/) (4/)	Total Sales	Net Sales Change Over Current
Current (2008)	320,000	\$300	\$96,000,000	-
Short-Term (2008 to 2013)	408,300	\$330	\$135,000,000	\$39,000,000
Long-Term (2013 to 2018)	408,300	\$390	\$159,000,000	\$63,000,000

1/ Current square feet based on that reported in the 2007 Burtonsville Market Study and Consumer Shopping Survey

2/ Assumes the net increase of 80,000 square feet of new retail space at the Burtonsville Shopping Center and the addition of 8,300 square feet to the north of MD Route 198

3/ Current sales per square foot assume sales are roughly ten times higher than the average rental rate paid by tenants (estimated at \$30 per square foot based on the 2007 market study), based on industry standards

4/ Future sales per square foot assume a conservative 10 percent increase in the short-term, based on a variety of sources that have linked façade, streetscape, and marketing efforts with increased sales (sources include the National Main Street Center and the Local Government Commission)

5/ Future sales per square foot assume a 30 percent increase in the long-term, based on potential sales increases reported by the Local Government Commission

Annual Retail Sales Tax Revenues

As retail sales increase, taxes collected on retail goods and services also increases. With the exception of goods sold in grocery and market-based businesses, retail goods and services in Maryland are subject to the state's Sales and Use Tax. BBPC has assumed that approximately 80 percent of future retail sales in the Burtonsville focus area will be subject to the sales and use tax. This ratio is based on the current proportion of retail space in Burtonsville that is not devoted to grocery and market-based commerce.

**Table 5.2: Projected Annual Retail Sales Tax Revenues
2008 Dollars**

	Taxable Sales (1/) (2/) (3/)	Sales Tax Rate (4/)	Sales Tax Revenues	Net Tax Revenue Change Over Current
Current (2008)	\$76,800,000	6%	\$4,600,000	-
Short-Term (2008 to 2013)	\$107,800,000	6%	\$6,500,000	\$1,900,000
Long-Term (2013 to 2018)	\$127,400,000	6%	\$7,600,000	\$3,000,000

1/ Assumes that 80 percent of retail sales are subject to the Maryland Sales and Use Tax (the remaining 20 percent are assumed to occur in grocery and market-based businesses for which the Sales and Use Tax does not apply; the 20 percent is based on the proportion of space in Burtonsville (20 percent) currently occupied by these uses)

2/ Assumes that sales made in grocery and market-based businesses will continue to represent 20 percent of all sales, based on the assumption that the same level of space will be devoted to grocery and market based uses

3/ Assumes that sales made in grocery and market based businesses will continue to represent 20 percent of all sales

4/ Based on the 2008 Maryland Sales and Use Tax Rate

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Should the retail sales growth identified in the focus area be realized, an estimated \$1.9 million in annual new retail sales tax revenues would result in the short-term, and \$3 million in new annual retail sales tax revenues in the long-term (includes the short-term growth).

Real Property Values & Tax Revenues

As image, visibility, and access to properties improves, and retail customer traffic and sales increases, property values also generally rise. In particular, as retail sales increase, the potential for higher rents also increases. However, rental increases tend to lag sales increases due to lease structures, and increases in assessed value are also limited to periodic tax assessment updates.

For these reasons, BBPC estimates that the assessed value of existing properties in the Burtonsville focus area could increase a modest 5 percent in the short-term (e.g. 5 years) as a result of property enhancements resulting from the Legacy Plan. In the long-term, the value of existing properties is estimated to increase 10 percent (including short-term increases). New redevelopment in the short-term will also increase the tax base, as will the addition of live-work units and industrial/flex space in the long-term. Based on these changes, BBPC estimates that net county real property tax revenue could increase by \$270,000 in the short-term and \$300,000 in the long-term (inclusive of short-term increases). Net state real property tax revenue could increase by \$46,000 in the short-term and \$50,000 in the long-term (inclusive of the short-term increases).

Table 5.3: Real Property Values and Tax Revenues
2008 Dollars

	Total Assessed Value (1/) (2/) (3/)	General County Real Property Tax Revenues (4/)	Net County Tax Revenue Increase Over Current	State Real Property Tax Revenues (5/)	Net State Tax Revenue Change Over Current
Current (2008)	\$155,000,000	\$1,024,550	-	\$173,600	-
Short-Term (2008 to 2013)	\$196,000,000	\$1,300,000	\$270,000	\$219,000	\$46,000
Long-Term (2013 to 2018)	\$200,000,000	\$1,320,000	\$300,000	\$224,000	\$50,000

1/ Current assessed value based on most recent assessment data included in County GIS files, rounded to nearest million

2/ Assumes the value of existing properties increases 5 percent in the short-term (as a result of enhancements to property and increased sales, which offers potential for higher rents; however rents tend to lag sales increase due to lease structures, so the increase in value is lower than the increase in retail sales) plus the net addition of 80,000 square feet of retail space in the Burtonsville Shopping Center valued at \$30 million (estimated using an income approach to valuation, and assuming \$30 per square foot and an 8 percent capitalization rate) and the addition of 8,300 square feet of new retail space between buildings north of MD Route 198 valued at \$3 million (using an income approach to valuation, and assuming \$30 per square foot and an 8 percent capitalization rate).

3/ Assumes the value of existing properties increases 15 percent in the long-term (as a result of enhancements to property and increased sales, which offers potential for higher rents), that a possible 18 new units of live-work housing are added at an average assessed value per unit of \$300,000, and that at least 100,000 square feet of new flex industrial space is added with an estimated value of \$16 million (based on an income approach to valuation, assuming \$12.70 per square foot rental rate, the average rate charged for flex space in eastern Montgomery County according to CoStar, and a capitalization rate of 8 percent).

4/ Based on current general county real property tax rate of 0.661 per \$100 of assessed value

5/ Based on current state real property tax rate of 0.112 per \$100 of assessed value

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Retail Employment & Associated Income

The new commercial space that may result from the Legacy Plan's implementation – particularly as new retailers are attracted to the area and its increased sales potential – will result in new employment opportunities (and associated income) in retail and restaurant businesses. BBPC estimates that approximately 265 new retail positions could be added in the focus area in the short-term (e.g. 5 years) and be retained at least at the same level in the long-term (e.g. 10 years, inclusive of the short-term). New income associated with short-term employment growth is approximately \$6,000,000, and would be retained in the long-term (inclusive of the short-term).

Table 5.4: Retail Employment & Associated Income 2008 Dollars					
	Total SF	No. of Employees (1/)	Net New Employees	Gross Income of Employees (2/)	Net Change in Income Over Current
Current (2008)	320,000	960	-	\$23,000,000	-
Short-Term (2008 to 2013)	408,300	1,225	265	\$29,000,000	\$6,000,000
Long-Term (2013 to 2018)	408,300	1,225	265	\$29,000,000	\$6,000,000

1/ Based on industry standard of 3 employees per 1,000 square feet of space in commercial shopping centers, based on BBPC's past experiences in the Washington, DC metropolitan region

2/ Assumes weighted average wage per hour of \$11.57, and 2,080 hours annually (full time equivalent) per employee (average wage assumes 90 percent of positions are classified as professional/retail sales at \$10.88 per hour, and 90 percent are classified as managerial at \$17.76 per hour; wages per hour are derived from the Bureau of Labor Statistics for the Washington-Baltimore metropolitan area, 2008).

Industrial/Flex Employment & Associated Income

Promotion of the Burtonsville employment center over the long-term could result in new industrial/flex development in this portion of the Burtonsville focus area. While a market analysis (one of the short-term actions recommended to promote an economically vibrant mix of uses) would identify a more precise, market-supported level of future development, BBPC preliminarily estimates that at least 100,000 square feet of new space could be added (based on the current base of approximately 160,000 square feet of industrial/flex space).

Over the long-term, at an employment density of 1 employee per 300 square feet, an estimated 300 employees could occupy such space. The new income associated with these employees is estimated at \$12.3 million annually.

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Table 5.5: Industrial Employment & Associated Income
2008 Dollars

	Total SF (1/)	No. of Employees (2/)	Net New Employees Over Current	Gross Income of Employees (3/)	Net Change in Income Over Current
Current (2008)	160,000	480	-	\$20,000,000	-
Short-Term (2008 to 2013)	160,000	480	0	\$20,000,000	\$0
Long-Term (2013 to 2018)	260,000	780	300	\$32,000,000	\$12,000,000

1/ Current square feet based on Maryland real property files; long-term square feet assumes the addition of at least 100,000 square feet of industrial/flex space

2/ Based on industry standard of 1 employee per 300 square feet in industrial/flex-based businesses, which is based on BBPC's projects throughout the Washington, DC region

3/ Assumes weighted average wage per hour of \$19.70 and 2,080 hours annually (full-time equivalent) for all employees (average wage assumes even mix of installation/maintenance/repair workers at \$24.32 per hour, construction workers at \$19.42 per hour, production workers at \$14.88 per hour, and transportation-related workers at \$20.17 per hour; wages per hour derived from the Bureau of Labor Statistics for the Washington-Baltimore metropolitan region for 2008.

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Intangible Benefits

Many community benefits that result from comprehensive enhancements called for in the Community Legacy Plan cannot be quantified, or are very difficult to measure.

As the Burtonsville focus area becomes a more vibrant and attractive destination for shopping, living and working, a number of intangible benefits will arise.

These benefits include:

- Enhanced community pride
- Improved sense of place
- Increased social capital, as community members are able to mingle at the community gathering place
- Enhanced value placed on living in the neighborhoods surrounding the focus area, which now will offer greater linkages to the commercial core
- Improved partnerships and communication between public agencies, private business and property owners, and the community as a whole
- Increased optimism, interest, and commitment of public and private sector parties in future revitalization (e.g. beyond the 10-year long-term timeframe)
- Diminished potential for business losses during planned roadway improvement construction

The potential realization of these benefits, in addition to the quantifiable benefits, offers strong rationale for support of the Burtonsville Community Legacy Plan.

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Summary of Costs and Benefits

In summary, the roster of action items and their associated order-of-magnitude costs include:

Table 5.6: Burtonsville Legacy Plan Order-of-Magnitude Costs 2008 Dollars	
Streetscape design	\$45,000
Streetscape impementation	\$4,500,000
Façade enhancement design	\$50,000
Façade implementation	\$200,000
Greenspace acquisition	\$525,000
Greenspace design	\$250,000
Community signage design	\$60,000
Community signage construction	\$200,000
Relocation of highway signage	\$5,000
Burtonsville access road	\$6,500,000
Parking lot design analysis	\$30,000
Greenways and bikeways	\$2,200,000
Redevelopment potential analysis	\$25,000
Market study of employment center	\$30,000
Business/property owner outreach	\$12,000
Encourage housing development	\$100,000
MD Route 198 southside improvements	\$3,600,000
Parallel access road to south of MD 198	\$6,500,000
Continued application of green standards	\$50,000
Continued expansion of employment center	\$10,000
Total Order of Magnitude Cost	\$24,892,000

Order-of-magnitude benefits that may be realized in ten years (including benefits realized within the first five years) that may be quantified are estimated to include:

Table 5.7: Burtonsville Legacy Plan Order-of-Magnitude Benefits 2008 Dollars	
Annual New Retail Sales	\$63,000,000
Annual New Retail Sales Tax Revenues	\$3,000,000
Increase in County Real Property Tax Revenues	\$300,000
Increase in State Real Property Tax Revenues	\$50,000
New Retail Employment	265
New Retail Income	\$6,000,000
New Industrial/Flex Employment	300
New Industrial/Flex Income	\$12,000,000
Total Order-of-Magnitude Benefits in Dollars	\$84,350,000
Total Order-of Magnitude New Jobs	565

Source: BBPC, 2008

The Burtonsville Community Legacy Plan offers strong potential for benefits that far outweigh its costs – including benefits which may be measured and those which cannot be measured or are difficult to quantify. In addition to the benefits that may be quantified, the Burtonsville Community Legacy Plan will enhance community pride, improve sense of place, increase social capital, enhance the value of surrounding residential neighborhoods, improve partnerships and communication among the public and private sectors, increase the likelihood of future revitalization work beyond the 10-year long-term timeframe, and diminish potential for business losses during planned roadway changes.

These benefits – both tangible and intangible – provide strong rationale for investment in Burtonsville and implementation of the Legacy Plan.

Appendix A: Charrette Presentation and Community Feedback

After compiling a list of assets and issues with help from the community, a set of revitalization scenarios were delineated to allow for public review, evaluation, and discussion at the community charrette. The scenarios were identified with consideration of community goals and visions but also zoning and site constraints, with the goal of offering scenarios that are implementable and possible.

Constraints

Constraints considered include those related to:

Market/economic feasibility of redevelopment: since existing properties generate income, it is generally not economically viable to demolish existing buildings and replace them with the same level of new development. Additional intensity or density would be required to offer an incentive to redevelop. Further, the types of uses that could occupy new space are dictated by the market, which generally would support:

- Additional new housing (limited in the near-term, given market constraints in the residential ownership sector)
- Limited higher intensity office space (given vacancies in the area)
- Moderate addition of neighborhood-oriented retail (rather than regionally-oriented retail, which faces significant competition in the near-term).

Parcel size and layout: most parcels are small and shallow, making the provision of parking a challenge and prohibiting regional retailers with larger pad sites.

Parking: requirements for parking, as stipulated in the Montgomery County Zoning Ordinance, are in keeping with standardized requirements for suburban shopping centers (but not downtowns or village centers). Parking requirements are generally much higher for retail uses than residential and office. The County code requires by use:

- Retail: 5 spaces per 1,000 square feet gross leasable area; all storage space exceeding 35 percent of total gross leasable area is excluded from the calculations.
- Restaurant: 25 spaces per 1,000 square feet devoted for patron use *within the establishment*; 15 spaces per 1,000 square feet for patron use on the property outside the establishment.
- Regional Shopping Center: 5.5 spaces per 1,000 square feet gross leasable square feet; all storage space that exceeds 35 percent of total gross leasable area is excluded from the calculations.
- Single-Family Dwelling: 2 spaces per unit
- Multi-Family Dwelling: 1 to 2 spaces per unit
- Office, General: Base requirements are calculated on amount of gross square footage and on location of the use within the county and its proximity to a Metrorail station; for Burtonsville, the parking space range is 2.9 to 3.0 per 1,000 gross square feet.

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Village center elements: the community has consistently expressed interest in transforming Burtonsville into a village center with a small-scale, rural character in keeping with the recommendations contained in the Fairland Master Plan. There are certain elements evoked by a village center that would therefore need to be considered as part of revitalization scenarios:

- Community gathering spot
- Mix of uses, including shopping and green space (concerns were expressed vis-à-vis the introduction of housing as part of this mix)
- Safety for pedestrians and bicyclists

Environment: With the Patuxent River Watershed to the north, Resource Conservation zoning borders much of the Focus Area, precluding commercial development and medium-to-high-rise residential development. Impacts to the watershed from development within the Focus Area also should be considered.

Transportation and circulation: the State of Maryland Highway Administration has identified several alternatives for MD Route 198: 1) no change; 2) widening with the addition of a center lane; and 3) widening with the addition of a median. The potential widening was incorporated into the development of revitalization scenarios for the Focus Area, as was the Burtonsville Access Road that has been designed by Montgomery County.

These constraints necessitate numerous choices, such as: whether or not to orient buildings along the widened 198 or the potential access road; whether or not to construct an access road or convert it to an alley; what types of uses to include; what intensity of development to pursue; what type of parking (e.g. structured/surface) to offer; whether or not to introduce traffic circles or change signalization patterns; and many more. From these many choices, there are **hundreds** of combinations from which to select alternatives.

Scenarios

In order to simplify these myriad combinations and allow for productive public review and discussion, a set of **four** key scenarios were identified for analysis purposes that represent the full range of options. Each of these four was developed with consideration of the numerous constraints and potential changes that could occur in the Focus Area in the northwest quadrant (northwest of the intersection of US Route 29 and MD Route 198) in order to ensure each scenario is implementable and possible. The scenarios include:

- Maintenance/Update
- Commercial redevelopment only
- Residential redevelopment only
- Mixed use redevelopment

In addition to these core scenarios, several key choices that cross-cut the four scenarios were presented to the public for input:

- Roadway changes – maintenance of existing signalization vs. new traffic circulation pattern with circles
- Changes to the industrial area in the overall Focus Area
- Enhanced connectivity with bikeways and sidewalks in the entire Focus Area (and linking to surrounding residential neighborhoods in the Community Legacy Area)

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More detailed description of each scenario and cross-cutting choices follows:

Maintenance/Update

This concept retains existing buildings but includes façade, streetscape, and other enhancements. To use an analogous term from transportation planning, it is essentially the “no-build” alternative, which in this case means no demolition, and redevelopment would be pursued, but other changes to improve the area would be undertaken.



1. RELOCATE PARKING TO REAR OF BUILDINGS AND CONNECT PARKING AREAS WHERE POSSIBLE
2. REDUCE NUMBER OF DRIVEWAYS AND ALLEYWAYS CROSSING SIDEWALK
3. NEW SIDEWALK AND STREETScape ALONG RT 198
4. CREATE ATTRACTIVE AND UNIFIED SIGNAGE
5. PAINT/REPAIR/UPGRADE EXISTING STOREFRONTS AND FACADES

Though existing building configuration would not change, parking under this scenario would be relocated to the rear of buildings and connected where possible to allow for streetscape enhancements and sidewalk provision along MD Route 198. The connection of parking to the rear of buildings would enable a reduction in the number of driveways and alleyways crossing the proposed sidewalk, thereby offering a more pleasant and safe pedestrian experience. Signage would be made more attractive and unified to complement the painting, repairing and upgrading of existing storefronts and facades that would occur under this scenario.

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Commercial Only

The commercial only scenario envisions redevelopment that is limited to commercial space (e.g. no housing would be added). Existing buildings along 198 would be demolished and rebuilt fronting the widened 198 to offer more of a village/downtown character to the corridor. A total of 80,000 commercial square feet could be built, with 20 percent restaurant (16,000 square feet) and 80 percent retail (64,000 square feet) in order to maximize the level of commercial space while allowing adequate parking. This scenario includes the construction of the access road.

Similar to the maintenance/update option, parking would be relocated to the rear of buildings under the commercial only scenario. To meet current Montgomery County requirements, parking would be increased to 720 spaces to match the level of space proposed (including 400 spaces for restaurants and 320 for retail stores), and most of this parking (690 spaces) could be incorporated on-site. A small amount of overflow parking (30 spaces) would be offered off-site.

Key elements of the commercial only scenario include the development of a new public greenspace and community gathering area, which could be focused around a gazebo or other focal point. Sidewalks and streetscape enhancements would also be offered along MD Route 198 to improve the pedestrian appeal of this corridor.



1. REALIGN COMMERCIAL TO ROUTE 198

2. RELOCATE PARKING TO REAR OF BUILDINGS

3. INCREASE PARKING TO MEET COUNTY REQUIREMENTS

4. DEVELOP NEW PUBLIC PARK AND COMMUNITY GATHERING AREA

5. PROVIDE SIDEWALK AND STREETScape ALONG RT. 198

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Residential Only

To cover the entire spectrum of redevelopment choices, a residential only scenario was identified. This scenario maximizes residential density allowed under current code, and orients building facades to streets and side streets to create a residential village character. The construction of an access road to the rear of the development is included in this scenario.

Parking courts with community open space are included between buildings to minimize parking seen from major roadways. This scenario offers a community gathering area through the creation of a public greenspace similar to that delineated in the commercial only scenario. Sidewalk and streetscape improvements are offered along MD Route 198.

Housing units under this scenario would total 205 and include two key layouts: two-story units above one-story parking (65 units), and four-story units with surface parking (140 units). The mix of units would be weighted towards one- and two-bedroom units to take advantage of the lower parking requirements such units allow, and would include:

- 50 percent one-bedroom units (requiring 127 parking spaces)
- 30 percent two-bedroom units (requiring 91 spaces)
- 20 percent three-bedroom units (requiring 82 spaces)

This mix of housing would result in a total need for 300 spaces to meet current code, with 125 spaces provided under units and 175 spaces provided via central surface lots.

These smaller units would appeal to singles, young professionals and empty nesters seeking to downsize and looking for a compact, more affordable alternative to larger single-family homes provided in the surrounding residential neighborhoods. With 205 units, the County's affordable housing requirements would also apply, and between 25 and 30 units (or 12.5 to 15 percent) would have to be affordable under the Moderately Priced Dwelling Unit (MPDU) program.



1. MAXIMIZE RESIDENTIAL DENSITY
2. ORIENT BUILDING FACADES TO STREETS AND SIDE STREETS
3. DEVELOP PARKING COURTS WITH COMMUNITY OPEN SPACE
4. CREATE A PUBLIC PARK WITH COMMUNITY GATHERING AREA
5. NEW SIDEWALK AND STREETScape ALONG RT. 198

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Mixed-use

Combining elements from the commercial only and residential only scenarios, the mixed-use scenario offers the potential to include retail shops and restaurants and housing but also introduces live/work units as a transition use between commercial and residential buildings. Physical site constraints were considered in defining the proportion of each use included in this mix.

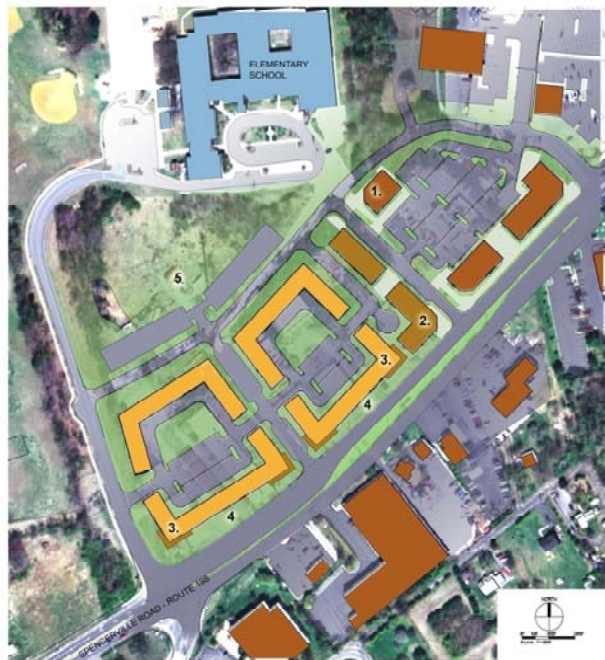
Compared to the commercial only scenario, the mixed-use scenario features less retail space overall and focuses the commercial spaces to the northwest, closest to the retail uses planned at Burtonsville Shopping Center. Limited commercial space would also be included on the ground floor of residential buildings facing MD Route 198 (at building corners).

Like the commercial only and residential only scenarios, the mixed-use scenario would feature new sidewalk and streetscape enhancements along MD Route 198 as well as a new public greenspace with a community gathering area along the access road to the rear of new development.

The development program would include:

- Live-work units: 12, catering to the needs and preferences of home-based businesses, neighborhood-oriented professionals, craftspeople and artists
- Residential units (including live-work): 132, including 44 two-story units above one-story parking and 88 four-story units with surface parking, broken out by bedrooms as follows:
 - 50 percent one-bedroom
 - 30 percent two-bedroom
 - 20 percent three-bedroom
- Commercial space: 20,000 square feet, broken out as follows:
 - 25 percent restaurant (5,000 square feet)
 - 75 percent retail (15,000 square feet)

Parking: 393 spaces (based on current code requirements)



1. REDUCE COMMERCIAL AND ORIENT TO SHOPPING CENTER TO THE NORTH
2. INTRODUCE "LIVE/WORK" UNITS AT TRANSITION BETWEEN COMMERCIAL AND RESIDENTIAL
3. INTRODUCE COMMERCIAL ON GROUND FLOOR OF RESIDENTIAL FACING STREET
4. NEW SIDEWALK AND STREETScape ALONG RT. 198
5. NEW PUBLIC PARK WITH COMMUNITY GATHERING AREA

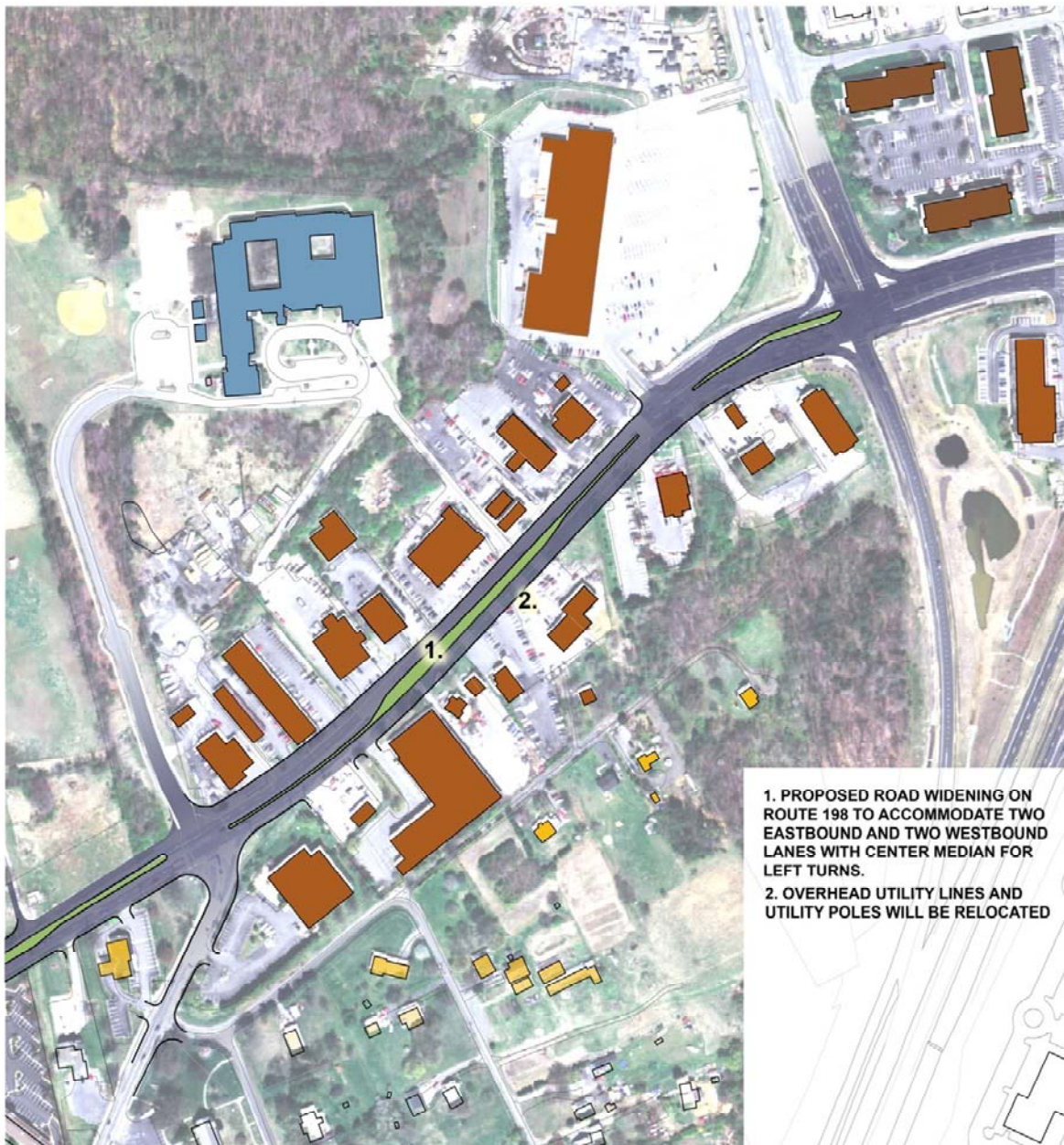
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Roadway changes without circles

One of the cross-cutting options presented to the public was the option to widen MD Route 198 to accommodate two eastbound and two westbound lanes with a center median for left turns. This option would include the maintenance of the existing signalization pattern, but overhead utility lines and utility poles would be relocated.



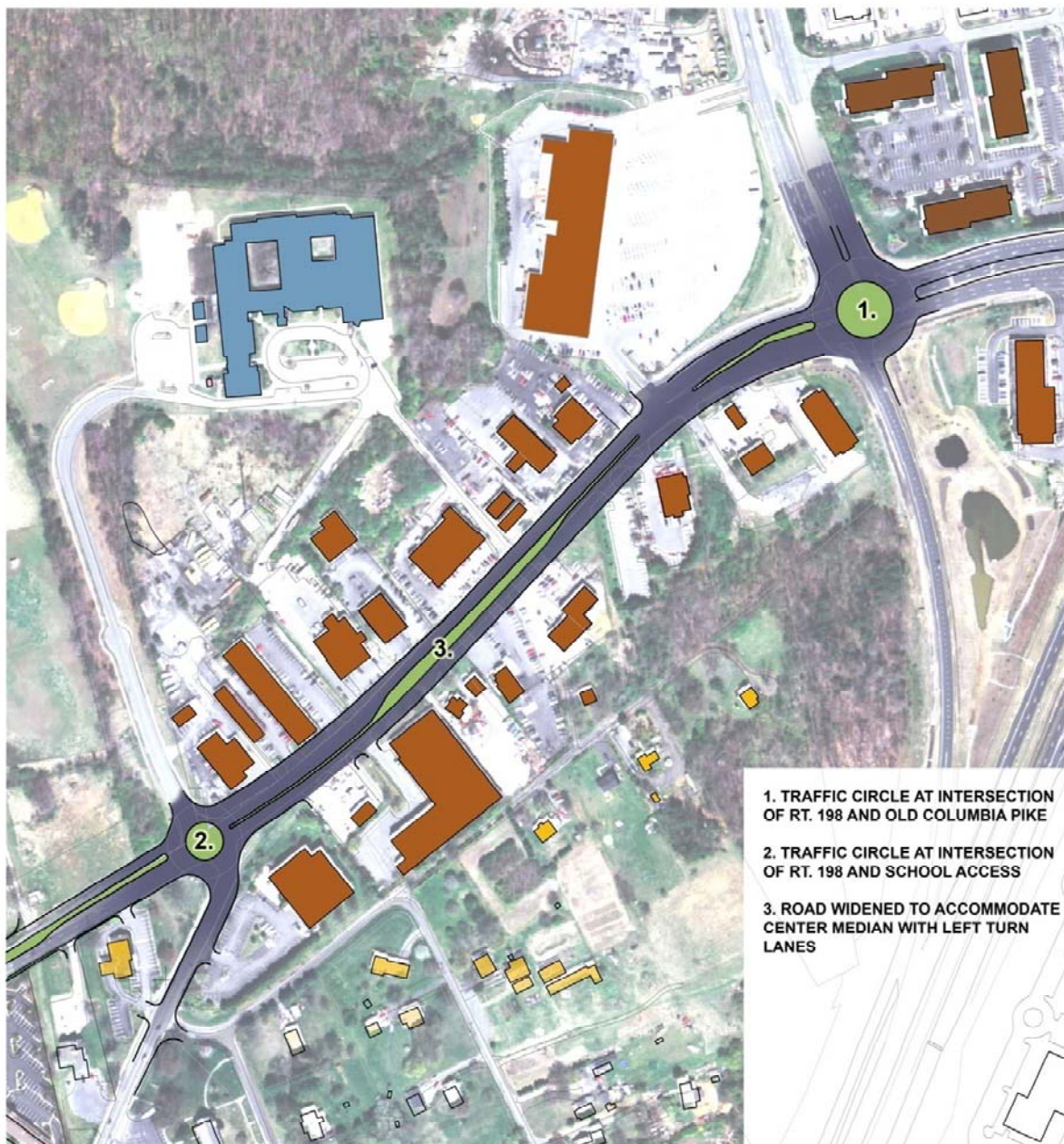
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Roadway changes with circle(s)

The option to add one or more traffic circles as an alternative to maintaining the existing signalization pattern was identified. Two potential traffic circle locations were offered: one at the intersection of MD Route 198 and Old Columbia Pike, and a second at the intersection of MD Route 198 and the school access road. Like the other roadway cross-cutting option, MD Route 198 would be widened under this option to accommodate a center median with left turn lanes.



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Overall core area plan

Finally, improvements for the overall Focus Area were identified as options for public review and evaluation. Improvements suggested included the addition of new industrial buildings fronting MD Route 198 to instill more of a village character to the eastern section of the Focus Area. Enhanced connectivity was also emphasized through this option, with a number of bikeways and sidewalk improvements delineated throughout the Focus Area.



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Scenarios Evaluation

In order to assess the pros and cons of each scenario identified, the four scenarios were analyzed by the consultant team with respect to a number of key parameters:

- 1) Consistency with community goals
- 2) Preservation of assets and amenities
- 3) Compliance with the Fairland Master Plan
- 4) Benefits to businesses
- 5) Market and community support

In addition to analysis of these key items, a preliminary, qualitative public benefits assessment was prepared for each scenario.

Maintenance/Update

Consistency with community goals – community members appreciated this scenario's potential to improve aesthetic appeal, but many expressed concern that this scenario would not result in the village center character they have envisioned

Preservation of assets and amenities – this scenario could help retain existing businesses, since rents would be less likely to rise than if new buildings are developed under the other scenarios

Compliance with the Fairland Master Plan – this scenario maintains retail uses along MD Route 198 as called for in the Master Plan, and by introducing streetscape improvements and relocating parking, creates more of a Main Street appearance along this corridor as envisioned in the plan

Benefits to businesses – the streetscape, sidewalk, signage, and façade improvements called for under this scenario would increase the appeal of Burtonsville to retail patrons, offering the potential for increased sales to existing businesses. However, the relocation of parking to the rear of retail buildings could initially discourage customer traffic if not mitigated through enhanced signage and way-finding to direct shoppers to these spaces

Market and community support – the existing retail space that would remain under this scenario is supported by current market conditions, and the community supports some of this scenario's elements (particularly the aesthetic improvements and the chance to retain existing businesses)

Commercial Only

Consistency with community goals – this scenario met some of the public's stated goals regarding the creation of a village center, with its provision of a focused cluster of retail stores and restaurants and a community gathering space. However, many residents raised concerns regarding whether or not the gathering space would be used, since rear parking lots divided the buildings from the gathering space.

Preservation of assets and amenities – this scenario would preserve the commercial only current character of the Burtonsville revitalization area, but could potentially raise rental rates for businesses in order to allow property

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owners to recoup the costs of redevelopment. Increased rental rates carry with them the potential dislocation of small and independent businesses that many residents view as key assets in Burtonsville.

Compliance with the Fairland Master Plan – this scenario is consistent with the Master Plan's recommendation for a commercial Main Street along MD Route 198 (which did not include housing).

Benefits to businesses – this scenario would maintain strong access and visibility for businesses along 198, and should enhance customer visitation by creating a more appealing and safe environment within which to shop and dine. However, the potential for increased rental rates is a key challenge to maintaining existing small and independent businesses.

Market and community support – while many community members may support this scenario, the free market may not support its implementation. Property owners may not be willing to demolish and rebuild to a low-density if they are not able to increase rental rates enough to cover their development costs.

Residential Only

Consistency with community goals – many community members felt that out of the four scenarios, this one satisfied the fewest least community goals. The scenario does not offer a rural/low-density character, does not bring retail goods and services to the area, and would result in mostly private spaces rather than community gathering spots.

Preservation of assets and amenities – this scenario would not preserve existing businesses or commercial/rural character, both of which were frequently noted as community assets.

Compliance with the Fairland Master Plan – of the four scenarios, the residential only scenario is the least consistent with the recommendations of the Master Plan for a commercial Main Street along MD Route 198.

Benefits to businesses – this scenario would be most disruptive to existing businesses, forcing the relocation of those operating along MD Route 198.

Market and community support – because of the higher-density and reduced parking requirements associated with this scenario, property owners may view it as a potentially more feasible redevelopment opportunity than demolishing and rebuilding low-scale commercial uses, particularly over the mid- to long-term, when the residential market recovers from its current downturn. However, this scenario faces potentially strong community opposition and is contrary to the recommendations of the Fairland Master Plan, both of which limits its feasibility for implementation.

Mixed-Use

Consistency with community goals – this scenario met some expressed community goals in that it would bring day and evening activity to the Burtonsville revitalization area, offer village center character, and provide a gathering place. However, some community members were concerned with the level and scale of housing included in this option, stating preference for more commercial uses and limited new residential units

Preservation of assets and amenities – this scenario offers the potential to preserve the small and independent business climate many community members cited as strong assets, particularly with the provision of live-work units (which could be occupied by small and entrepreneurial businesses)

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Compliance with the Fairland Master Plan – this scenario maintains the retail Main Street along MD Route 198 envisioned in the Master Plan, but adds housing that was not originally envisioned in the plan

Benefits to businesses – the addition of new residents along MD Route 198 would offer a captive customer base for goods and services; the introduction of aesthetic improvements and pedestrian enhancements along 198 would also enhance the shopping experience of existing customers, supporting more frequent visits to the businesses

Market and community support – this scenario's addition of residential uses offers a stronger incentive for redevelopment and addition of new commercial buildings than the commercial only scenario, and was met with moderate community support (with the potential reduction in the scale and density of housing a top concern of several community members)

Qualitative Benefits by Scenario

Potential changes to property values (and associated tax revenues), retail sales productivity (and associated tax revenues), and jobs (and associated personal income) were identified by scenario in a qualitative sense based on the development program identified. In general, the commercial only scenario offers the best potential for enhanced retail sales productivity and jobs retention, while the residential only scenario offers the lowest potential to enhance retail sales and preserve jobs.

Benefits by Scenario			
Scenario	Public & Private Benefits Ranking by Scenario*		
Name & Development Program	Property Values & Tax Revenues	Retail Sales & Tax Revenues	Jobs & Personal Income
Maintenance/Update 80,000 SF Comm.	4	2	2
Commercial Only 80,000 SF Comm.	3	1	1
Residential Only 205 Dwelling Units	1	4	4
Mixed-Use 132 Dwelling Units (includes 12 Live-Work) 20,000 SF Comm.	2	3	3
*1 = most benefit, 4 = least benefit			

In contrast, the residential only scenario offers strong potential for enhanced property values because of the higher density afforded under this scenario, as does the mixed-use scenario.